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*Full Length Research Paper*

## Language, communication and information flow in entrepreneurship

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This paper examines language, communication and information flow in entrepreneurship. Language is considered to be a key to the heart of a people and communication is the essence of language. The substance of communication is, therefore, information. Knowledge of information and access to it is considered very necessary for the establishment, survival and growth of any business organisation. Therefore, information flow in this economic-driven world is very crucial to entrepreneurs all over the world. The theoretical framework of the paper is hinged on Crystal (1987), which conceptualises language as having, perhaps, 'magical and mystical' and 'unique role in capturing the breath of human thought and endeavours'. Many studies have led to the significant insights into the nature of, and the relationship between language and thought. Such relationship shows that language is the vehicle for thought or business ideas. Although verbal, non-verbal and written media of communication have been extensively engaged in the past, however, the inventions and introduction of telecommunications, computer network technology and internet have tremendously enhanced communication in real-time. The paper recommends that there is the growing need for entrepreneurs to acquire new information and communication technologies which have made the entire world to become a "global village" for the enhancement of their businesses because former communication means have become obsolete. The paper concludes that entrepreneurship spirit or drive, which is supported with effective linguistic and communicative knowledge and function in conjunction with the ICT, is the answer to the economic development and survival in the global entrepreneurship competitiveness.

**Key words:** Language, communication, information and communication technology, entrepreneurship, information flow, business, relationship.

### INTRODUCTION

Language is one of the common things on earth as it is in heaven. This is because human beings and heavenly bodies, according to the Bible and Qur'an, can speak. But language, which defines human's humanity, is species specific. It is not only the most ingenious but also the most productive means of communication. Therefore, entrepreneurs and potential job creators need to acquire natural language and use it to communicate effectively, productively and socially in order to achieve business or organisational goals. It is noted that human language is complemented with the information and communication technology. Therefore, the applications of electronic systems such as Telecommunications, Computing, Computer Network Technology and Internet in transmitting, receiving, processing, storing, retrieving and using information in education, researches, businesses and social life are very necessary in this economic-driven world referred

to as "global village."

In this paper, language, communication and information flow in business organisation are discussed.

### Language

Language has different definitions by different scholars, depending on the areas of interest of individual scholars. Moulton (1974) defines language as a wonderful and rich vehicle for communication. This scholar explains that language can be used to express wishes and commands, covey truths and lies and impact on our listeners in many ways. In other words, language is seen as the most ingenious, flexible, and productive means of communicating. In fact, without language, communication, according to Wallwork (1969), is too vague to be of much use. This implies that not only human beings engage in communi-

cation but also animals make use of communication system. For instance, dogs and fowls bark and cry for signal danger and the presence of strange persons or things in their environment respectively. Therefore, Moulton (1974) opines that only human language can be used to send and receive an unlimited number of messages.

Bolinger (1968) says human language is a system of vocal auditory communication, using signs composed of arbitrary patterned sound units and assembled according to set rules, interacting with the experience of its users.

The picture we are trying to capture is that language is peculiar to mankind. It is what defines human's humanity. Therefore, it is species specific. It is no surprise then that Barber (1964) notes that it is language, more obviously than anything else that distinguishes man from the rest of the animal world. In complementing this assertion, Haugen (1974) describes language as man's most distinctive and significant type of social behaviour... learned anew by every child. Teeter (1974) reiterates that language is basically what distinguishes man from other animals in thought and communication. It is crystal clear that language is homo-sapiens specific and used for communication. According to Ajulo (2008), effective communication are about "a communicating informed intelligence that has clarity about the goals of the communication as well as an understanding of reception and that makes decisions about which communicative goal maybe realised. He further argues that 'communication is not synonymous with language, but they are interdependent. The existence of language is the survival of communication'.

When we consider the various definitions of language above, it is apparent that interactions among human beings in the society and in any business organization would have been impossible without language. Language, according to experts, is a means of expressing one's ideas, feelings, emotions and desires through a system of voluntarily produced symbols. Language here refers to both spoken and written media used by human beings to represent phenomena or events.

As we can see, we live in a world of words. We interact with our friends, our business associates and our family at different fora. We talk one-on-one and we communicate through telephone, television, radio and internet.

As entrepreneurs and potential job creators, you need, at least, a language. This can be local, national or international. The need may also arise to acquire two or more languages to operate in the business world and make profits. You also need to introduce yourself, your business and products and even interact with other businessmen in a highly competitive business market. You will also receive correspondences and reply them appropriately. One of the consequences of the vigorous competitive selling strategies today is aggressive advertising of your business, products and even yourself as a successful businessman. This requires persuasive language

or force to make or lure the prospective consumer into purchasing of what he may not want. Also, language is a necessary instrument for record keeping purposes. Purchases, meetings, events, accounts and reports are recorded and kept by means of language in the business parlance. For instance, the English language is a world language today because it enjoys the largest areas of coverage. Nigeria did not choose who to trade with or who to be her colonial masters. This came by accident because the European traders needed to communicate with the people being governed. The missionaries had to spread the gospel. Therefore, a means of communication needed to be established hence English Language was introduced to Nigeria. This is to show the power and significance of language in our society. Information about business activities are produced in different languages for information purpose that can inspire interest and promote business transactions.

## Communication

Human beings naturally are compulsive communicators. In our daily activities in the society, we communicate with people around us and in far places through face- to-face conversations through telephone, internet, letter and a host of others. The significance of communication is very crucial to our continued understanding, cooperation and development not only in the business circle but also in the society.

Let us consider some definitions of communication by some scholars. The Longman Dictionary of Contemporary English (1995) sees communication as a process of obtaining information or expressing thoughts and feelings. According to Bangs (1968), 'communication in its broadest meaning is the act or acts which produce some kind of response between two or more persons. It takes place through a system of arbitrary signs'. In another development, Shannon and Weaver (1977) define communication as 'all the procedures by which one mind may affect another. This of course, involves not only the written and oral speech but also music, the pictorial arts, the theatre, the ballet, and in fact all human behaviour'.

Also, Obilade (1989) defines communication as 'a process that involves the transmission of message from a sender to a receiver' Ogunmoyer (1998) and Adeyeye (2008) see communication as a two-way process, providing for the accurate transmission of information by a sender to appropriate human receivers in a way that will ensure understanding and promoting the desired behaviour and action. From the definitions above, a number of things may be inferred. Firstly, communication is seen as a process. Secondly, communication takes place between two or more people. Thirdly, there has to be a message which is sent from one person to another. Fourthly, that message is sent through a medium. Fifthly, the receipt of the message may elicit or generate a response

from the receiver. Sixthly, communication is projected as the bedrock of any social system which implies an organisation.

### Communication and business enterprises

A business organisation or establishment (in this work) refers to a small scale, medium and mega businesses which serve as an antidote of producing and, or distribution of goods and services and their primary aim is to make profit and maximise it. In any business, there is need to co-ordinate the activities, goals or purposes through division of labour and functions as well as through an established hierarchy of authority and responsibilities.

It is very crucial to mention that an entrepreneur cannot succeed without communicating with his or her human elements in the organisation. An entrepreneur needs a communication string that links people together in his or her day-to-day business activities. Without this, he or she cannot succeed. The point we are emphasising is that any business organisation is made up of socio-technical resources. The social elements are the human beings and interpersonal interactions while the technical elements are the infrastructures put in place to smoothen the effective running of the business. Although it is possible to repair the faults arising from the physical use of the infrastructures, it is not so with the social elements. Psychologists always show interest in human communication problems that usually occur in the communication process of initiating, transmitting and receiving information. They have carried out many studies on the barriers to effective communication and the negative effects such problems could cause in running a business. Their works have created great awareness which have helped to reduce or remove many communication barriers. With the help of psychological studies in communication, tangible and desirable goals of many business plans and purposeful implementation activities are achieved for maximum profitability.

Therefore, effective communication in any business organisation is very important in effecting change which forms the basis of decision-making and effective functioning needed for great achievements. The major purpose of communication in any business organisation, therefore, are summarised as follows:

- a. To establish and disseminate the goal of a business enterprise.
- b. To develop plans for laudable achievements.
- c. To organise human and other resources in the most effective and efficient way.
- d. To select, develop and appraise members of the business enterprise.
- e. To lead, motivate and create a climate in which people want to contribute.
- f. To control performance.

- g. To achieve effective communication.

There are ways entrepreneurs can achieve effective communication within and outside their enterprises. These include examining the purpose of communication, clarifying ideas before attempting to communicate, considering the content and overtones of their communication or messages, using simple words and sentences, expressing thoughts logically and in a straight forward way, using short sentences and paragraphs, avoiding unnecessary words, avoiding ambiguous words, phrases and sentences, following up messages with actions and approximating actions with the goals of the organisation, understanding the physical and human environment when communicating and above all, developing listening skills, and acquiring knowledge/skills of information and communication technologies.

### Components or elements of communication

These are vital things that make communication work. They include, according to Amuseghan et al. (2006):

**Stimulus:** The communication system is stimulated or triggered off by a stimulus. In case of business, it is the purpose or intention which motivates the exchange. An idea is conceived by an entrepreneur to start the business and the need to initiate communication process arises. This is backed up with approaching or contacting people or potential partners or creators.

**The source:** The source could be called the sender or encoder. When an entrepreneur receives a stimulus and selects the appropriate code or language which the receiver or decoder must understand, he or she sends out the message appropriately.

**The receiver:** This is the decoder of the message or interpreter. He receives the message which he or she receives from the source and decodes it. Somehow, it is necessary for the receiver to reply or send back another message to the decoder or sender after receiving and digesting the message. When this is done, there is reversal of roles. The receiver now turns out to be sender while the earlier sender becomes the receiver. This action or role reversal is continuous in the communication process.

**The message:** This is the onus or core of the communication system. This refers to the idea, information or feeling that the source sends to the decoder or receiver. The message may be verbal (use of words) or non-verbal (that is, facial expressions, gestures, postures etc.) or written. The message may be an invitation to a business meeting, interview, transaction or an order for goods or request for a loan from a creditor.

**The medium:** This is the form in which the message is

delivered. We can identify three of such media. They are oral, written and non-verbal. If the sender or source decides to speak using vocal apparatus, he or she has chosen the oral medium. If he or she puts the message in writing, he or she has chosen the written medium and if he or she makes use of gestures, he or she has chosen the non-verbal medium. Sometimes, the use of two media may be necessitated in the business environment or among the interlocutors.

**The channel:** This is the carrier or anything that carries the message from the sender to the receiver. In face-to-face verbal communication, the channel is usually made up of sound waves picked up by the auditory sense organs, that is, the ears. In non-verbal communication, the visual organ, that is, the eyes constitute the channel. Other channels such as electronic channels consist of radio, telephone, television, computer and internet. In writing, the channels comprise letters, reports and a host of others.

**The feedback:** This refers to the receiver's reaction or response to the message originally sent by the source. When the code or message received is interpreted or understood, the receiver may find it imperative to respond to the message. In a situation whereby the receiver does not understand the message from the sender or source appropriately communication is deemed to have been disturbed or blocked. This is known in the communication system as aberrant decoding.

**Noise:** This is a technical word or term for describing anything that interferes with the message in the channel. It could be physical, psychological or linguistic and mechanical or electrical. Physical noise includes loud sounds from people or markets or engines which may disturb the flow of communication process. Psychological noise is also an aberrant factor. This includes fatigue, emotional disabilities or physiological problems. Linguistic noise relates to the inability of the sender to use the language competently. This could occur in the aspects of grammar, phonetics and semantics (that is, meaning). It may be as a result of a wrong choice of word or phrase or clause or sentence. Also, the disturbances could be phonological, that is, wrong speech sounds. Mechanical and electrical problems could be faults arising from failures of the instruments or electricity.

### Types of communication

In this section, we shall discuss the following types of communication: verbal, non-verbal and writing systems.

**Verbal communication:** This refers to communication which is known as speech communication. Speech is the most used form of communication adopted in our societies. It appears to be a primary form of communication since it is acquired naturally, unlike writing which is se-

condary and acquired consciously in formal educational system. Every child born without any speech disability is bound to acquire naturally the language of either his parents or language of the immediate environment. Speech is regarded as the most effective form of communication in any human society.

The personality of the speaker is very important in giving his or her speech at meetings, social gatherings, interpersonal interactions and business transactions. What makes the personality, among other things, are emotions, appearance, posture, competence, public relationship and confidence. Therefore, while going out for a business trip or engagement, according to Amuseghan (2000; 2006), the following must be borne in mind:

**Appearance:** The way the speaker dresses will go a long way in determining the respect and recognition the audience will give him or her. The speaker should, therefore, dress moderately. An entrepreneur must always either dress in corporate suits or dress in complete native attires. A shabbily dressed entrepreneur or speaker normally creates the impression of doubting integrity of 'Who is this man or woman?' As a result of this, it is pertinent to dress smartly and neatly.

**Posture:** The speaker should sit down or stand up confidently while delivering his or her speech or message either at the public functions or office engagements. Besides, he or she should deliver the message at the centre, facing the audience. Your posture should suggest that you are confident and active before the audience or business partners or allies.

**Gestures:** These are non-verbal supporting demonstrations. They involve the use of some parts of the body in order to accomplish meanings and to ensure active participation by supplementing speech with sign, usually by hands, and movements in illustrating some points. Gestures have been organised into a language used to communicate with people who are deaf or dumb; it is known as sign language. Other types of specific gestures include those used by traffic wardens and referees in sports.

**Eye contact:** This refers to the use of 'eye magic' in keeping the audience or the listener spell-bound, active and concentrating on the message or speech. Some scholars and researchers in language and communication have a series of reports on the significance of eye contact as a mean of sustaining and connecting the interest and attention of the audience or business partners. Through this method, an entrepreneur can ascertain whether or not the audience is attentive, active and interested in the message/business introduced.

**Speech production:** The speaker's voice or speech should be clear, audible and intelligible. The speaker or an entrepreneur must try as much as possible to avoid some stereotypes or mannerisms or idiosyncrasies that

the audience may capitalise on at the expense of the real message or the speech delivered. The use of stress and intonation in English Language, for example, should be readily used to make the speech more effective and admirable. However, the speaker must be natural in delivering the message or information. An articulate speaker will vary his or her voice in order to achieve meanings and varieties of speech or voice.

**Non-Verbal communication:** Non-verbal communication refers to all those acts or actions to which meaning may be ascribed such as a wink, a wave of hand, facial expression, dressing, and so on. It is communication without the use of words. It could be displayed either consciously as in sign language used for deaf and dumb or unconscious as when discussing or delivering a message which is naturally accompanied with a wave of hand or a wink or a nod. This is a very significant aspect of communication system.

The following, according to Bello (1997), are some forms of non-verbal communication: gestures, kinesics (body movements), physical appearance, paralanguage (vocal sounds: tone, voice, pitch or loudness), proxemics (space tradition between speakers based on the relationship which exists between them), chronemics (ways human beings use time.), heptatics (the use of touch to reveal the relationship between the speakers).

It is pertinent to note that non-verbal codes are essentially culture-based. The meaning assigned to particular gestures varies from one society to another. Also, it is important to say that non-verbal cues are highly idiosyncratic since individual has his or her unique way of communicating. The power to use these communication tools to manipulate the behaviour and actions of others is obvious in the communication system. Therefore, non-verbal communication is an integral aspect of the communication process. In other words, it is necessary to say that in a speech situation, the non-verbal codes should support the speech codes.

## Writing

The systems of communication (non-verbal, speech and writing forms) are basically founded on the language system. As earlier said, language is a vital tool of communication. Writing as a system of communication occurs when the communicator commits the oral or speech symbols to writing. Writing is learnt deliberately or consciously as well as reading, while listening and speaking are acquired naturally but we can achieve more skills in literacy through training in these aspects of language. This implies that writing requires some mastery or a measure of literacy on the part of the sender and the receiver of message or information.

In any business organisation, we have workers or staff. Some of them occupy the posts of secretaries, administrative officers as well as other managerial positions. As

secretaries, administrative officers, managers, or top officials, you are expected to be conversant with the writing of various forms of official letters and other official written documents in the likes of correspondences. In sending and receiving these written documents or official papers, fundamental knowledge of writing will enable you to discharge effectively some daily official and social duties. On the basis of purpose, we identify the writer's reasons for writing these official letters or documents and classify them accordingly.

It could be a letter placing an order for goods (business), a petition, a letter of complaint or apology, a letter of enquiry, or a letter of recommendation of an entrepreneur to a financial institution. In terms of sender/receiver, an official written document may be:

- i) From an individual ----- To a firm (organisation)
- ii) From a firm (organisation) ----- To an individual
- iii) From a firm (organisation) ----- To another firm (organisation)

Also, when a meeting of any organisation is held, minutes are written. Again, reports of events, feasibility studies, accounts as well as others are written, filed and consulted from time to time in any organisation. Writing, therefore, is a great communication asset to an entrepreneur and to his or her business organisation. Whatever the case may be, politeness in writing is a fundamental principle which must be practised and maintained in all situations.

## Information flow

Exchanging and sharing of information during business meetings, telephone conversations and interactions on the internet are very crucial in the survival and growth of any business venture. The business partners should have access to correct information and give the same to the public or financial houses. Such information may include the location of a business organisation, products, production capacity, prices, interest rates, financial reports, branches, telephone, cable, e-mail address, telegraph, fax etc.

A knowledge-driven economy relies essentially on the use of ideas and information rather than physical abilities and on the application of technology rather than the transformation of raw materials or the exploitation of cheap labour (World Bank 2003, xvii). It is observed that the use of analog or human labour will not produce as much as the use of digital equipment in meeting the demands and supplies of information and productivity of goods. However, both analog and technologies compliment each other in the process of production, distribution and consumption.

The modern society, especially the ICT-driven world, poses challenges to practising and potential entrepreneurs as well as managers of human and material re-

sources. In fact, communication and information technology have provided unlimited wealth-making, income-generating and employment opportunities for the ever-increasing world population.

The truth is that the entrepreneur needs information on the economic trends like financial policies and opportunities, knowledge and skills for converting ideas into business ventures, interest rates, products, raw materials prices, demands and supplies and reports of companies (Semenov, 2005):

...individual needs knowledge and skills to search for information to analyze, synthesize, evaluate, channel and present it to exercise judgement in order to predict, plan and control fast-changing events. However, more and more industrial call for knowledge-based and skilful intellectual work. A worker's ability to use ICT fluently is necessary in more and more occupations. Former skills have become obsolete.

The ICT driven scenario has made the whole world a global village where competition for goods, services and expertise is becoming order of the day. The primary goals of an individual entrepreneur are profit-making, survival and growth. The survival of any business depends upon the access to information which is essential to the growth and achievement of goals.

The word "information", according to Ibaketo et al. (2003), comprises known knowledge, facts, and ideas, data (analog or digital) that when given out or received make sense to both the sender and the receiver. The information could be written, spoken, gestured, drawn, coded, and pictorial or signals carried out over the air waves. Griffins (1995) sees information as the data presented in a way or form that has meaning attached to it. Chapman and Oliver (1991) conceptualize information as assembling items of data into a meaningful form. With the knowledge gained from the various definitions of information, it is observed that information in business or entrepreneurship or organisations originate from both inside and outside the business organisation. Collecting information from inside the business organisation entails establishing a system for gathering or measuring data such as measuring data such as measuring output, sales, cost, etc as well as information communicated between entrepreneurs.

Also, information can be collected outside the business organisation especially on new business policies, economic reforms, pricing loans, marketing, advertising safety, research and development. Information, according to Mayo-BPP (1997), is very important to different people. These people could be within or outside the business organisation. Internal users of the business information include board of directors, directors, and individual entrepreneurs with functional responsibilities, employees and unit heads while external users comprise business, public, the media, government, suppliers and financial houses.

According to Mayo-BPP (1997), information in business

for a can be analysed into three levels:

**Strategic information:** This is used to plan the objectives or the goals of the business organisation and to assess whether the goals are being met. Such information comprises overall profitability, future market prospect, the availability and cost of funds, local cash needs etc.

**Tactical information:** This bothers on how to use resources of the business and how to monitor their quality and quantity being produced. Such information comprises productivity measurement, variance analysis report, cash flow forecast, etc.

**Operational information:** This is concerned with the planning of specific tasks and how they are executed within the business premises or offices. Operational information includes the hours each employee puts in, amount of raw materials being put to the production process etc.

Looking at these information levels, Ihionkhon et al. (2006) identify the following characteristics of good information:

- It should be relevant to the business interest, purpose and goal.
- It should be complete for the purpose of setting up a business venture.
- It should be sufficiently accurate for its purpose.
- It must be clear to the user.
- It must be communicated to the person who needs it for his job.
- It should be timely.
- It should be communicated by an appropriate channel of communication.
- It should be provided at a cost which is less than the value of the benefit it provides.

Today, we live in the world of technology which innovations and discoveries in the scientific fields have ushered improved life and comfort in systematic and judicious applications of human knowledge/skills and available resources/laws of science and nature for the benefit of humankind. As a result of this development or breakthrough in the scientific world, information technology has been made possible.

The term "Information Technology (IT)", according to Itaketo et al. (2006), is about the applications of electronic systems such as telecommunications, Computing, Computer Network Technology and Internet in transmitting, receiving, processing, storing, retrieving and using information in education, researches, businesses and social life. Information Technology (IT) has broken the barriers of distance in all types of communication between a location and another. It makes distance communication possible in real-time. Telephone, radio, cable, telegraph and television as means of telecommunications have connected two or more people to interact verbally or

visually (or both) instantly at separate locations. This helps to facilitate sharing of information over the air waves in real-time. Telecommunication is so vital that no business in modern times can survive and grow without, at least, one of the communication versions. Also, the introduction of the Closed Circuit Television (CCTV) provides good security coverage for banks, government buildings, business premises, private compounds, meetings, etc. There is also the growing need for mega-entrepreneurs or companies, banks etc to acquire new ITs such as the video conference technology television sets.

In banking, pharmaceutical and allied companies as well as other businesses, the act of computing, information storage/retrieval, process automation education and computer games (for leisure) reduces or totally eliminate the time and labour that would have taken days, months, even years or nearly impossible tasks. Computer Network Technology also enables information to be shared among several locations in businesses regardless of distance and time zones. For security reasons, information sent could be password-coded at several stages in order to prevent piracy. This development is also useful in homes apart from business.

Internet, a particular version of IT has re-shaped the entire world thus, making it to become a 'global village'. The internet is a fusion between computer network technology and telecommunications. People now easily get in touch; see each other; speak; write to each other, and exchange all kinds of information with one another through the electronic media from any location in the wide world instantly ( in real-time ), regardless of differences in time zones. Internet is considered in the present age as the most-sophisticated, advanced and the largest capacity IT version, providing the opportunity to make resources available to a very large group of users, worldwide.

### **The relationship between business development and information flow**

An entrepreneur is a resourceful person with the initiative and drive to bring resources together in order to produce goods and services that would meet the needs of prospective customers. It could also be that person who creates an object of values through the commitment of time and other scarce resources. To create something new that has value to himself or herself and the prospective buyers or users, provide goods and services, there are risks as well as compensations or rewards for a resourceful entrepreneur. Therefore, there is need for information flow on business opportunities, policies, cultures, market knowledge or operations, start-up capitals, protection or security and a host of others.

Lack of or poor access to information is one of the challenges facing prospective entrepreneurs around the world. Such development is denying many entrepreneurial peo-

ple of trade benefits, business opportunities in the local, national and international markets. Globally, innovative and efficient service outsourcing has become an integral tool for many nations' economic growth. Small and medium-scale enterprises (SMEs) are seriously in need of new techniques and outsourcing in their various business activities. Technology has made it possible for someone to be in one country and render services to a company or consumer in another country through outsourcing with tremendous benefits from it. Tourism operators, managers of logistic supply chains, marketing, web-posting, reservation for air line and hotel, market research, business reports, consumer service help line and a host of others can benefit from business information flow.

In this modern society, internet users are provided with ever-increasing collection of information in all spheres of human endeavours. It equally provides research information on education, news, recreation, entertainments, sports, shopping, and business opportunities. Today, most companies or businesses or entrepreneurs advertise their products or employment opportunities on the internet.

To effectively acquire and use information and communication technology in the business forum, according to Omowunmi (2008), there is need for all entrepreneurs to acquire training on:

- Skill acquisition in ICT
- Creative application of ICT
- Computer-assisted learning
- Multi-media training
- Acquisition of information on the internet
- Web-based training
- Use of computers

The acquisition of ICT knowledge by entrepreneurs and its applications as well as access to business information will enable their businesses not only to grow but also to survive in the global competitive markets.

### **Conclusion**

The importance of language, communication and information flow are no longer doubtful. This declaration, however, needs to be understood better when we consider them as necessary tools that drive or propel business activities within and around any organisation or entrepreneurial venture. Business all over the world, therefore, cashes in on the advantage and manipulates language as a tool of communication to achieve organisational goals.

All the definitions considered in this work are indicators that language is a complex system. In the course of our discussion, we realise that only human language can be used to send and receive an unlimited number of messages. However, the inventions of information and com-

munication technologies have reduced or removed the communication barriers as a result of distance thus making the whole world a "global village". Communication is now made easy through telephone, telegraph, cable, radio, television, internet etc. Information now flows through telecommunication network. This great advantage is viewed to be very vital in achieving entrepreneurial goals. Efforts, therefore, should be more intensified to reduce communication barriers in any business organisation in order for it to be more productive and profitable.

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