BUSINESS ENGLISH STUDY REVIEW: A CONTENT ANALYSIS

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AUTHORS’ CONTRIBUTIONS
This work was carried out in collaboration between all authors. Author GX designed the study, managed the literature searches, performed preliminary data analysis, and interpreted the data. Authors MS and AA proofread the initial draft and offered many constructive suggestions. All authors read and approved the final manuscript.

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ABSTRACT
In this study, a content analysis of Business English literature study is conducted to figure out: the research tendency and content of business English study. In total, 200 journal articles (n=200) are studied and the title of “Business English” is retrieved from six journal databases including the main Chinese journal databases CNKI and WanFang, and four international databases SAGE Journals, ScienceDirect, SCOPUS, and ProQuest Education Journals from the year of 1999 to 2013. The findings reveal that 1) Chinese scholars publish a large quantity of journal articles; 2) Business English studies are main at three disciplines: “Foreign Linguistics and Applied Linguistics”, “English Language and Literature”, and “Curriculum and Pedagogy”; 3) The study of Business English in academic dissertations remains at the level of Master; 4) Business English study focuses on the four categories from 1999 to 2013: issues of language study, issues of education, issues of translation, and issues of cross-culture communication. This study also analyzes the research limitations and recommendations of Business English study.

Keywords: Business English; business English study; content analysis; business English institution.

1. INTRODUCTION
In the 1960s and 1970s, English for Specific Business Purposes (ESBP) is first classified at English teaching as a variety of EOP/EVP [1]. ESBP is abbreviated as Business English (BE) in English as foreign language (EFL) countries. Business English researches contain ESP and EAP aspects such as ESP classification (Hutchinson & Water, 1987), teaching [1,2], need analysis [3-5], textbook design [6], teacher training [5], corpus research [7,8] and assessment [9], etc. The theories in the area of research of Business English are focused on the ESP theory and practice, comparative study of ESP and EAP, and other borrowed theories.

Business English as one variety of ESP, has close relationship with the development of global economy. At the 21 century, the development of global economy and information communication technology (ICT) makes countries contact more closely with international trade and cultural communication. To

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