



THE FUTURE OF GLOBAL ENGLISH

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Introduction

Purpose

Thank you, Mr. Cubeta, for giving me the opportunity to create this report for you and the company. This report will explain the future of global English over the next few years and how it will affect our organization and our international relationships. This report will show you how English has grown and where it will continue to grow from here. I will show you all of the research that I have found and then make the case of whether or not English will become a global language.

Overview

First, I will explain how English has grown rapidly to become one of the largest languages in the world. Second, I will show that English is the language of choice in the international business sector. Third, I will show the dominance that English has in different communication industries, such as broadcast, the Internet, and the media. Fourth, I will explain the possible advantages and the disadvantages of making English the lingua franca for our entire organization. Lastly, I will give my recommendations on whether or not to adapt this lingua franca for the NHL and my conclusion about the future of global English

English's Rise to Power

Growth as a Language

According to David Crystal in his book *English as a Global Language*, 1.5 billion people speak English to some degree in the world. English's rise to power as a dominant language begins with the British Empire and the amount of territory they governed. The British Empire had territory in Western Europe, the United States, and Australia, so they influenced culture and language around the world. While these countries have their independence now, the British Empire left their mark establishing English as an official language in several of these countries. Even in places such as India where the native people mostly speak Hindi, English is still considered an official language. Because of the British Empire's influence, English grew and expanded in their territories around the world.

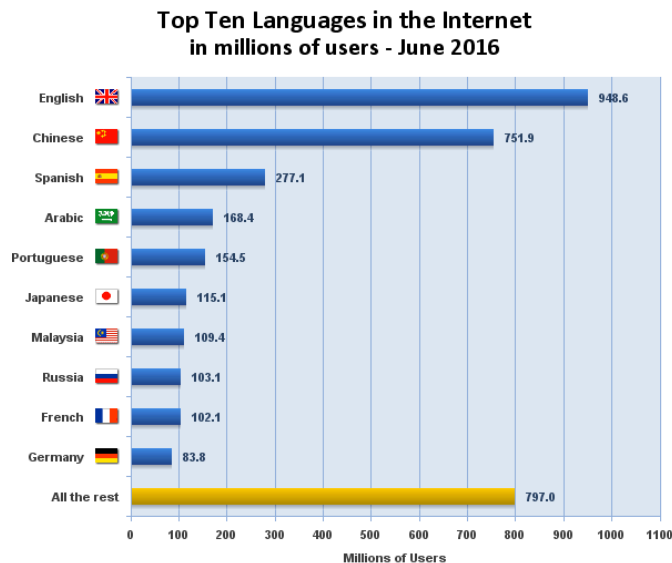
English in the Business World

Since the Industrial Revolution and the turn of the 20th century, industry and business in the United States grew rapidly, domestically and internationally. Because of this business, the use of English in foreign countries grew as well. According to *Fortune*, 10 of the top 21 companies in the world, according to revenue, are based in English-speaking countries. These large corporations have offices all around the world and conduct their business in English. Because of the scope of English-based businesses around the world, many countries have had to adapt and learn English to succeed. The United States has one of the largest and strongest economic centers in the world, so other business must conduct business in English to have success.

English's Dominance in Communication

English's Control Over the Internet and Media

English has control over most of the communication and media industries as well. As you'll see from Figure-1 below, almost 1 billion Internet users use English and speak English in some



capacity. The next closest language, Chinese, has 750 million users, a difference between the two. We also see that most mediums like film and music have content created and produced in English. Last year from Box Office Mojo, the top 10 highest international grossing films were released in English and created by production companies based in English speaking countries. Because of English impact in popular culture, English dominance continues and influences people around the world.

Figure-1 Source: Internet World Stats

The Future of English in the NHL

The NHL works internationally both as a business and a sport. We have teams from both the United States and from Canada, and we have players from all over the world. Currently, English remains the main language for news, broadcasts, and for the games themselves. However, many reporters and coaches from Canada prefer to write and speak in French when conducting when writing for their news organizations, such as TSN. Because of our ties to Canada and to other countries around the world, we must remain aware of the other languages and the barriers people face when learning English. As for the future of English as a lingua franca in the NHL, we can look at the advantages and disadvantages that might result from this.

Advantages

- We can continue our broadcasting deals with NBC, NBCSN, and ESPN, which broadcast many of our games that occur both in the United States and Canada.
- We will see continued growth from fans and players within the United States and create parity among the skill level of players between countries.
- Since most of the content created for the NHL uses English, the transition to making that the lingua franca would save time and effort.

Disadvantages

- We would encounter resistance from our Canadian employees, teams, and fans by creating English as the lingua franca. While many Canadians speak English, they might feel alienated by the NHL for excluding French as a language.
- We may create tension from broadcasting companies like TSN, Rogers Communications, and the NHL Network, which operate in Canada. While some of these programs use English, many of the programs speak in French and show information from other countries.
- We may discourage players from other countries from coming to play in the NHL due to language restrictions.

Recommendations

Mr. Cubeta, we should stay put with our current language system and not implement English as our lingua franca. From the research I have done, I have no doubt that English will continue to grow and may one day become an official global language. However, because the NHL has players and coaches from many countries, we should continue to respect and encourage the

Rk	Nationality	Players	GP	G	A	P	PIM	PPG	SHG	GWG
1	Canada	5078	1 350 975	230 031	363 909	593 940	1 211 935	45 126	6361	24 953
2	United States	1156	273 689	41 081	69 463	110 544	210 581	9712	1543	5830
3	Sweden	306	86 140	14 531	27 888	42 419	44 547	3863	489	2196
4	Russia	227	61 364	11 812	19 684	31 496	37 714	3302	307	1687
5	Czech Republic	219	65 885	10 958	20 149	31 107	40 070	2976	294	1660
6	Finland	201	42 237	6607	12 137	18 744	20 990	1777	266	985
7	Slovakia	82	23 597	5443	8008	13 451	13 584	1562	166	822
8	Germany	37	8589	1096	2158	3254	4514	257	51	154
9	United Kingdom	39	5685	1082	1511	2593	4449	110	3	72
10	Switzerland	35	4516	459	993	1452	1618	124	4	62
11	Ukraine	8	2689	596	772	1368	1569	149	11	86
12	Denmark	12	3202	494	799	1293	1254	68	27	83
13	Latvia	21	3975	391	768	1159	2048	119	12	60
14	Belarus	12	2770	425	699	1124	1951	88	8	60
15	Austria	15	2134	565	550	1115	870	148	18	88
16	Kazakhstan	10	1700	306	424	730	957	69	4	51
17	Slovenia	3	860	251	469	720	226	76	10	39
18	Lithuania	1	1293	228	363	591	791	55	5	38
19	Poland	5	1651	263	316	579	2052	59	1	25
20	Netherlands	4	1254	196	329	525	1604	45	0	19

use of other people's languages. From looking at Figure-2 on the left, you can see just how many players have come from non-English-speaking countries in the history of the NHL. If we wish to continue our strong relationships with other nations and keeping growing as an industry and as a sport, we need to continue our current language system. Using English as our official language remains successful for us, but we also need to use and encourage other languages.

Figure-2 Source: Quant Hockey

Conclusion

From all of my research, I conclude that English will continue to grow as a dominant language in the world. At some point in the foreseeable future, I do see English becoming a global language because of its power and influence in many areas such as business, communication, and media. Because so many business and individuals depend on English to become successful, English and its speakers will continue to rapidly grow all over the globe.

If you have any questions on this report, please feel free to contact me. Thank you once again for giving me the opportunity to write this report. If you need help on any future or current projects, please don't hesitate to ask.