

COMPARATIVE STUDY OF ENGLISH FOR DIPLOMACY AND FOR
TOURISM PURPOSE
(A Case Study of a Tour Guide for President Barack Obama at Borobudur)

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Abstract

The aim of this study was to compare English language used by tourist guide for diplomacy and tourism purpose at Borobudur temple. This was a descriptive qualitative study in which the data were taken from interview and documentation. Source of the data is the result of interview with Mr. Mura Aristina as the tour guide. The techniques of data analysis were data reduction, data display, and conclusion. Based on the result of the study it is found out that the English language used by tourist guide for diplomacy and tourism purpose was different from eight aspects of English language characteristics. There are three aspects found in opening such as an expression of appreciation, under starter or down tones, modals verb for formal situation. In content there is one aspect that is used passive sentence to keep formal situation through monolog. In closing there are four aspects such as an expression of appreciation, personal reason, justification and elaboration and apology. In other hand, there is a difference on duration in which the tour guide only needs is only 20 minute for diplomacy and 2 hours for tourism purpose.

Keywords: Comparison, English language, tour guide for diplomacy, tourism purpose, Borobudur temple.

A. Introduction

Language is a tool of communication. Language is used by all the people in the world to build communication. Society is the most important element to build our communications with others. We as the member of the society or social group use language to convey our needs, desires, and everything to the wide society. The Language indicates the existence of human beings. It means that we, as human, cannot do our activities without using language. Whatever we do in this world, we use language to express ideas in our mind. The nations over the world speak different language and to communicate, an international language is used to make it clear between different speakers and listeners. According to Crystal David (2003: 172) English language is going to be influenced by those who speak it as a second or foreign language as by those who speak it as a mother-tongue. It has routinely in evidence, publicly accessible in varying degrees, and part of the nation's recent or present identity. People from different countries use English to communicate or share ideas in business, politic, education, culture, especially for tourism purpose. Tourism is one among plural strategies to explore different countries, history, culture and natural beauty to the world. There are many tourist from different country such as America, Dutch, German, England, French and Japan, visited Indonesia for holiday, usually they are guided by a tourist guide. Through a tourist guide, they can obtain the information about the tourist attraction. Not only provide information about the tourist attractions that the visit tour guides but also provide information that is more relevant to the location where even the Indonesian culture. Tour guides contribute more to important information. Tourist guides in Indonesia are some of the most important people in the travel trade. They interact on a personal level daily with tourists, and a good tourist guide can make a holiday visit really memorable.

There are several tourism object in Indonesia. Some special tourist destination in Indonesia are Bali, Jogjakarta, Lombok, and each other. The most interesting is when Barack Obama visited Borobudur in Magelang. The main purpose Barrack Obama visit Borobudur temple in Magelang was on short vacation. The interesting one is when Barak Obama accompanied by family and his state team talked with a tour guide in Borobudur temple. What are being discussed between Barack Obama with tour guides and what kind of English language used by the tour guide when talking to Barack Obama? Learning English used in tourism such as diplomacy is very important. The function of English used in tourism for diplomacy to negotiations and persuasive talk and meetings to work different from almost any other interaction. The functions of English used in tourism for diplomacy not only as do necessary in grammar, syntax and vocabulary lesson but also to dealing cross-culture differences. Meanwhile, the function of English used in tourism purpose is not only referring to the attributes of the destination but also to

communicate promises which both connect to the existing desires of tourists and arouse new ones.

To know there is diplomacy function of English language characteristics used in tourism, in this study the writer will compare the English language used by tour guide for diplomacy and tourism purpose.

Based on the problem described above, the writer conducts a study with the title “Comparative study of English for Diplomacy and for Tourism Purpose (A Case Study of a Tour Guide for President Barack Obama at Borobudur)”.

B. Literature Review

The writers presented the function of English Language, English language for diplomacy and English language for tourism.

1. The Function of English Language

Halliday and Mathiessen (2004: 2) states that the functions of language are the factors that cause linguistic variation. For example, the choice of linguistic features used by a language user depends on whether the text is meant to inform or to persuade the reader, to maintain social relationship or to express disagreement or complaint. One of English Language usage is in tourism industry, According to Nawamin (2012: 1) there are three most relevant functions in using English language that is (a) giving information; it is important to build communication between the listeners and the speakers, (b) providing services; it is one of the facilities in the tourism industry to provide comfort in traveling and (c) offering help is the hospitality of the tourist guide to the tourist in tourism.

2. English for Diplomacy

Kurbalija and Slavik (2001: 4) states that a set of basic principles for diplomats: methods for maintaining or attempting to create a situation in which interpretation, rhetoric and ethics are all balanced and productive negotiation is possible, of the central concern in the field of negotiation is the use of ambiguity to find formulations acceptable to all parties.

In addition, According to Friedrich (2015: 12) English language for diplomatic purpose (EDP) is especially to negotiating in English. In diplomacy, it is understanding that the considerations necessary for negotiations and persuasive talk and meetings to work different from almost any other interaction. The functions of English not only as do necessary in grammar, syntax and vocabulary lesson but also to dealing cross-culture differences and having a persuasive ‘edge’ all figure as frequent topics. Friedrich (2015: 45) says there are several concept of English language for diplomacy. It can be seen in the table below:

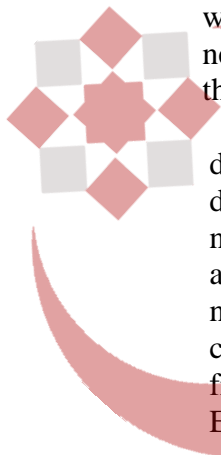
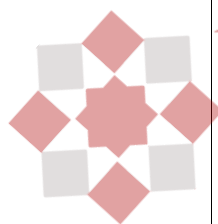


Table 1. The characteristics of English for diplomacy

No	Characteristics	Example
1.	Understarter and downtoners	maybe, perhaps, just, possibly, seemalittle, kind, of, sort of
2.	Modal verbs	I may have to admit, it could be that..., there might be some
3.	Partial or conditional agreement often followed by but	yeah but.., I would agree except that
4.	An expression of appreciation	thanks /or that, but.., nice try, but
5.	apology/regret	I 'm sorry, but.., I 'm afraid
6.	A request for clarification by way of a question or repetition	A: What's the matter with you? You sound happy. B: I sound happy? A: Yeah. B: No
7.	An explanation, justification, or elaboration sewing as added support	I don't er, I don 't agree at all with this because furniture is the kind of product that people are not used to buy [sic] without seeing it and touching it
8.	A personal reason or a personal view	it's just me, but I think, I guess, I feel, it seems to me that
9.	Claiming a lack of access, knowledge, or ability	I don't know, it's hard to say, I'm not sure but.., I can't express what I'd like to say
10.	Asking for others' opinion	What do you all think?
11.	Emphasis on common ground	(you know) Self-deprecation it's a dumb idea but
12.	Indirect	(off-record) disagreement
13.	Metaphors, irony and rhetorical questions	What can I say?
14.	Unmitigated disagreement No delay and mitigating devices	no that's not possible, no we can
15.	Aggravated disagreement Upgraders/ intensifiers	(Absolutely, not at all, really, so, such, quite) without delay and mitigating devices.



3. English Language for Tourism.

Renata (2008: 13) says that tourism has become one of the central phenomena of a post-modern society greatly owing to its liaison with language. Especially prominent is the link between tourism and English language which, being the global lingua franca, not only monopolises all negotiations/transactions that take place in a tourist destination, but also functions as a creator of a destination's many realities, indeed as the very embodiment of processes in tourism.

In addition, the characteristics of English for tourism have five characteristics. It can be seen in table 3 as follows:

Table. 3. The characteristics of English for tourism

No	Characteristics	Example
1.	use of active voice is preferable to passive	whereas active implies involvement and activity, passive voice, apparently, can suggest distancing from the tourist as a person. The importance of
2.	lexical items in the language	of tourism has been dealt with by a number of authors. Key words, selected mainly for their stimulating effect, are
3.	Use modifiers to make things seem less or smaller	<i>That may cause a slight problem for us. / We have a bit of a problem with the accounts.</i> Using 'slight' here makes helps the speaker to be softer, phrases like a bit of, sort of, kind of came have the same effect
4.	typically adjectives	<i>superb, great, lovely</i>
5.	nouns	<i>adventure, dream, discovery</i>

Their function is not only refer to the attributes of the destination but also to communicate promises which both connect to the existing desires of tourists and arouse new ones.

C. Method of Investigation

In this research, the writer used descriptive qualitative method. The aim of this study was to compare English language used by tourist guide for diplomacy and tourism purpose at of Borobudur Study and Conservation Center. This was a descriptive qualitative study in which the data were taken from interview and documentation. Source of the data is the result of interview with Mr. Mura Aristina as the tour guide. The techniques of data analysis were data reduction, data display, and conclusion.

D. Findings and Discussion

According to the result of interview Mr. Mura is from Magelang. He was born in 1982 aged 36 years old with senior high school graduate. At 22 years old he could speak English very well. In 1999 he worked as a cleaning at Borobudur temple. In 2000 he joined at Borobudur Study and Conservation Center for one week to study of guiding. In 2004 he worked as Public Relation and the tourist guide at Borobudur temple.

The location of Borobudur Study and Conservation Center at Basrawati street, Borobudur, Magelang, Central Java 56553. It was established in 1991.

Borobudur Study and Conservation Center is the technical implementation unit of the Ministry of Education and Culture in the field of conservation and preservation of the Borobudur Temple which is under and responsible to the Director General of Culture led by the Head. To handle the Borobudur temple that has been completely restored requires continuous care, observation and research.

To get the information about the utterances in guiding of Mr. Barack Obama at Borobudur temple the writer asked several questions to Mr. Mura as an informant. The conversation between Mr. Mura and Mr. Barack Obama takes only 20 minutes.

The finding of the interview can be seen in table 5 as follows:

	Classifications	
Opening	a. Introduction: Introducing himself.	Hello. Good afternoon I am Mura I will be your guide, nice to meet you.
	b. Introducing other people.	So, this is my boss. He is the head officer of the Borobudur conservations office. He is a person who has responsibility to pressure and conserve the temple.
	c. Offering help and service.	Mr. Obama and family, please welcome to the Borobudur temple. So the tour will be nice if you give me questions. It could be that nice tour. May I, be able to help you there? Let's move to the temple.
Content	Showing and	Borobudur, this is the biggest of the

	telling interesting location concerning to Borobudur temple.	single Buddhist temple in the world. It was built about 750 until 842 after crush, so Borobudur it was built about 92 years. 1002 years old. It was built by 1000 people, two million blocks of larva stones. Borobudur, Boro is Bihara the holy place to who Buddhism and then Budur means a block on of the hill, so Borobudur means Buddhist monastery it was built on the hill.
	a. Ending the guiding.	Your honour finally is about 20 minutes, our tour for Borobudur temple and compound, so this is the end of our tour today. I think that our tour it's run well. Thank you for visit to Borobudur temple, I think 20 minutes its very short time to tell and explore all about Borobudur temple and some islands in Indonesia, please welcome back to another time and chance.
	b. Parting.	I'm sorry, this time is very short. Please apologize me, if you found some trouble about my English, my explanation, and my knowledge. So, thank_

Meanwhile, the utterances used for general tourist guide at Borobudur temple the writer asked several questions to Mr. Mura Aristina as an informant. The conversation between Mr. Mura and Mr. Barack Obama takes for about 2 hour.

The finding of the interview can be seen in table 6 as follows:

	Classifications	
Opening	a. Introduction: Introducing himself.	My name is Mura. I am PR of Borobudur conservation office and I work here is about 19 years, my first job is the cleaner of this place, the cleaner of Borobudur temple about 9 years and after that 2004 until 2008 I am the guardian and security of the temple and after that 2008 until now I am staff of the PR of this place.

	b. Introducing other people.	
	c. Offering help and service.	Ladies and gentlemen please welcome to the Borobudur temple, I will be your guide. We will go to the temple is about 3000 m from here, but before we go out to the temple, let's move close and enter that information central because on that place I will give you general information and I will show you many many information general information about temple like the pass stationary, when this temple was built, when eruptions <i>Merapi</i> volcano and other. The tour will be fun if you give me questions.
Content	Showing and telling interesting location concerning to Borobudur temple.	Ladies and gentlemen this is the miniature of Borobudur temple, we will go up there is about 2000 meters from here. Borobudur, Boro is Bihara the holy place to who Buddhism and then Budur means a block on of the hill, so Borobudur means Buddhist monastery it was built on the hill. The kinds of the stones for build the temple, normally in java 70% they use larva stones, volcano stone but for 30% other they use <i>Klem</i> they use <i>Terakota</i> but not only in Java, Sumatra, Bali and other they use <i>Klem</i> because that's far away from volcano, it is very difficult to found larva stone and volcano. Any questions?
	a. Ending the guiding.	Okay, Guys this is the end of the tour. So no questions? Okay, when no questions this is the end of the tour. Finally is about 2 hours, thank you for visit, you can enjoy your time, because your ticket is filed for one days. So you can explore, your mind

		surrounded of this places or you can go around for 85 hectare of the Borobudur temple compound. You can see the zoo or you can take some picture from the top of the hill there.
	b. Parting	Good bye. Thank you.

The comparison will show the language used for diplomacy and for tourism purpose from three parts there are opening, content and closing.

1. Opening

In opening there are three classifications such as introducing himself, introducing other people and offering help and service. In introducing himself to Mr. Barack Obama, Mr. Mura used the concept of English language for diplomacy. The utterance is "*Hello. Good afternoon I am Mura I will be your guide, nice to meet you*". The utterances will be discussed is "*nice to meet you*". According to Friedrich, the utterance is part of an expression of appreciation to Mr. Barack Obama as the forty fourth presidents of America. If compared to previous utterance, Mr. Mura used simple sentence without expression of appreciation to general guest. He used "*My name is Mura. I am PR of Borobudur conservation office*". From the utterance we cannot find the expression of appreciation. The main of the characteristic of language for diplomacy is the use of expression of appreciation. The expression of appreciation is very important in diplomacy purpose, because diplomacy is formal situation, so the opening used formal language. The formal condition is to build positive relation in the opening. So tourism for diplomacy must give a big appreciation, especially in opening such as introduce himself. The expression of appreciation influences the communication. Meanwhile, the utterance used for general guest in opening does not use expression of appreciation because tourism purpose does not use formal language. In tourism purpose Mr. Mura introduce himself with informal language to make communication simple and friendly to general guest.

Therefore, the differences in self-introducing between English language for diplomacy and tourism purpose is the use of expression of appreciation in tourism for diplomacy and none expression of appreciation in general guest.

In introducing other people, Mr. Mura used utterances of introducing other people in the part of opening to Mr. Barack Obama, he introduces the head of Borobudur Study and Conservation Center. The utterance used by

him is “*So, this is my boss. He is the head officer of the Borobudur conservations office. He is a person who has responsibility to pressure and conserve the temple*”. The utterances included from intensifiers in the concept of the English language for diplomacy and included from under starter or down tones as the theory of Friedrich in English Language For Diplomatic Purpose (EDP). Meanwhile, there is no introducing other people for general guest. The introducing other person is delivered for tourism for diplomacy because in the institution or in the government the people who have the highest position must be introduced, so Mr. Mura introduced the head of Borobudur Study and Conservation Center to Mr. Barack Obama with the aim to introducing someone who have an important role and power. That is one of the characteristic of tourism for diplomacy. Meanwhile, in general guest is does not introduce other people because, in general tourism is not needed, basically Mr. Mura as the tourist guide for general guest is the source and the person who knows all the things. In general guest is not necessary introducing someone who has a high position.

Thus, in introducing other people for diplomacy used under starter or down tones but in tourism purpose did not.

Further in offering help and service to Mr. Barack Obama used the concept of English language for diplomacy. The utterances are “*It could be that*” and “*May I, be able to help you there?*”. The utterances of “*It could be that*” includes modal verbs in the concept of English used for diplomacy that is “*could*” and “*May*”. In tourism for diplomacy, modals verb in offering help and service is used for formal language, formal language used to show politeness as the nation identity. If compare to the utterances used for general guest in offering help and service, it uses modals but in informal way. He used “*will*” in “*We will go to the temple*”, “*I will give you general information*”, “*I will show you many many information*”. He used modal verb to show something happen in future. In tourism purpose formal language in offering help and service as not always in formal way, because to create friendly condition.

Therefore, in offering help and service the language used for tourism for diplomacy uses modals verb to show formal tone but none in tourism purpose.

So, the differences in the opening of the English language used by tour guide for diplomacy and tourism purpose includes three aspect such as, the expression of appreciation, under starter or down tones and modals verb for formal situation.

2. Content

Next in the content which consist of showing and telling interesting object in Borobudur temple. One part of the utterance used for showing and telling interesting object in Borobudur temple for Mr. Barack Obama is

“Borobudur, this is the biggest of the single Buddhist temple in the world. It was built about 750 until 842 after crush, so Borobudur it was built about 92 years. 1002 years old. It was built by 1000 people, two million blocks of larva stones. Borobudur, Boro is Bihara the holy place to who Buddhism and then Budur means a block on of the hill, so Borobudur means Buddhist monastery it was built on the hill”. The utterances uses passive sentences, because very important to keep formal condition in diplomacy, and monolog clarification is the way in delivered the content only in point of Borobudur temple.

Meanwhile, the utterance used for showing and telling interesting object in Borobudur temple for general guest is *“Ladies and gentlemen this is the miniature of Borobudur temple, we will go up there is about 2000 meters from here. Borobudur, Boro is Bihara the holy place to who Buddhism and then Budur means a block on of the hill, so Borobudur means Buddhist monastery it was built on the hill. The kinds of the stones for build the temple, normally in java 70% they use larva stones, volcano stone but for 30% other they use Klem they use Terakota but not only in Java, Sumatra, Bali and other they use Klem because that’s far away from volcano, it is very difficult to found larva stone and volcano”*. The utterances uses active sentence because in general guest the priority for showing and telling interesting object in Borobudur temple is to giving information which is understandable. In general guests are often used dialog statement to deliver about the content to make a friendly situation between the tourist guide and general guest so the tour is more actively. Mr. Mura said that *“The kinds of the stones for build the temple, normally in java 70% they use larva stones, volcano stone but for 30% other they use Klem they use Terakota but not only in Java, Sumatra, Bali and other they use Klem because that’s far away from volcano. it is very difficult to found larva stone and volcano. Any questions?”*.

Therefore, passive sentence to keep formal situation through monolog is used in tourism for diplomacy, meanwhile in tourism purpose used active sentence and dialogue to make a friendly situation between the tourist guide and general guest so the tour is more active.

3. Closing

The last is closing, there are two parts in closing, that is ending the guidance and parting.

The utterances for ending the guidance used for Mr. Barack Obama is *“Your honour finally is about 20 minutes, our tour for Borobudur temple and compound, so this is the end of our tour today. I think that our tour it’s run well. Thank you for visit to Borobudur temple, I think 20 minutes its very short time to tell and explore all about Borobudur temple and some islands in Indonesia, please welcome back to another time and chance”*. The utterance uses the concept of English language for diplomacy are *your*

honour, I think and please welcome back to another time and chance. The utterances of “*your honour*” includes an expression of appreciation in the concept of English used for diplomacy. “*I think 20 minutes its very short time to tell and explore all about Borobudur temple and some islands in Indonesia, please welcome back to another time and chance*”. “*I think*” is included as personal reason and “*please welcome back to another time and chance*” includes as justification and elaboration, justification and elaboration is the statement to gives negotiate and persuade purpose through justification and elaboration in tourism for diplomacy. An expression of appreciation, personal reason, justification and elaboration belongs to the characteristic of the language for diplomacy. In ending the guidance, those aspects are used to show formality because the principle of diplomacy commonly is formal language, negotiate and persuade purpose. The negotiation and persuasive is aimed to make sure Mr. Barack Obama will visite Indonesia again and bring positive sight to Indonesia.

In the oder hand, Mr. Mura used “*Okay, Guys this is the end of the tour. So no questions? Okay, when no questions this is the end of the tour. Finally is about 2 hours, thank you for visit, you can enjoy your time, because your ticket is filed for one days. So you can explore, your mind surrounded of this places or you can go around for 85 hectare of the Borobudur temple compound. You can see the zoo or you can take some picture from the top of the hill there*” for general guest in ending the guidance. He used “*okay guys*”that is informal language to end the tour. He uses it easy English for communication without attention to grammar or formal language is used to make friendly situation between the tourist guide and general guide. One step closer when Mr mura said “*you can explore, your mind surrounded of this places or you can go around for 85 hectare of the Borobudur temple compound. You can see the zoo or you can take some picture from the top of the hill there*” this is the statement that Mr. Mura tried to make simple language to promote Borobudur in friendly situations.

Thus, the differences utterances between ending the guidance for diplomacy and tourism purpose can be seen from three aspect, there are expression of appreciation, personal reason, justification and elaboration.

Further, the utterances used in parting for Mr. Barack Obama is “*I’m sorry this time is very short. Please apologize me, if you found some trouble about my English, my explanation, and my knowledge. So, thank you for visit. Long life and good health for you. Thank you*”. The utterance “*I’m sorry*”and “*Please apologize me*” is part of apology or regret and an expression of appreciation. These are the characteristic of language for diplomacy to show formality to the special guest. To keep attitude and care to Mr. Brack Obama he said “*Long life and good health for you. Thank*

you". This statement shows formal situation. Mr. Mura used an expression of appreciation and apology in parting and closing the conversation.

Meanwhile, the utterance used in parting for general guest is "*Good bye. Thank you*". If compared with previous statement it is very different. Mr. Mura does not use formal language. The simple utterance of "*Good Bye*" shows very informal language. He used informal language in parting to make a simple and ending the conversation because two hours is long duration to guide the general guest, he does not want the guest feel bored.

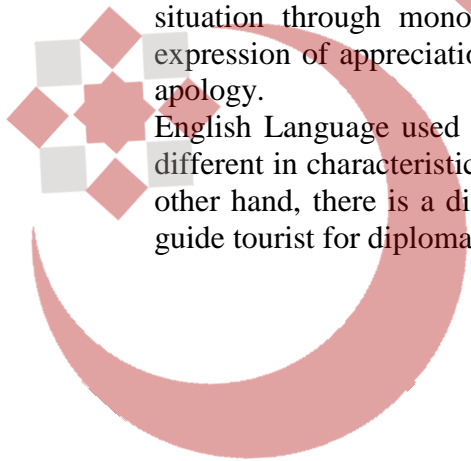
Therefore, differences part of apology or regret and expression of appreciation to show formal language is used in tourism for diplomacy and none in tourism purpose.

From the discussion above, we can summarize that the differences between English Language used by tour guide for diplomacy and tourism purpose is seen from eight aspects of English language characteristics. There are three aspects found in opening such as an expression of appreciation, under starter or down tones, modals verb for formal situation. In content there is one aspect that is used passive sentence to keep formal situation through monolog. In closing there are four aspects such as an expression of appreciation, personal reason, justification and elaboration and apology.

E. Conclusion

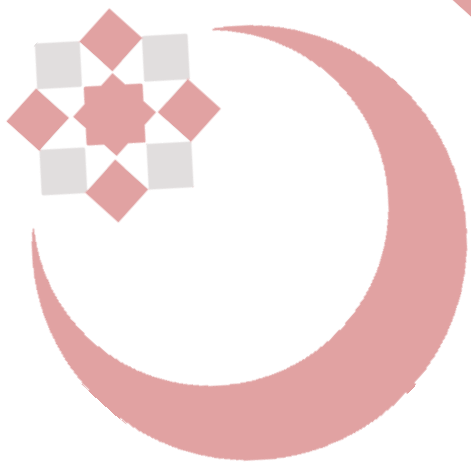
The differences between English Language used by tour guide for diplomacy and tourism purpose is seen from eight aspects of English language characteristics. There are three aspects found in opening such as an expression of appreciation, under starter or down tones, modals verb for formal situation. In content there is one aspect that is used passive sentence to keep formal situation through monolog. In closing there are four aspects such as an expression of appreciation, personal reason, justification and elaboration and apology.

English Language used by tour guide for diplomacy and tourism purpose is different in characteristics with English language used for tourism purpose. In other hand, there is a difference on duration that is only needs 20 minute to guide tourist for diplomacy and 2 hours duration to guide tourism purpose.



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