

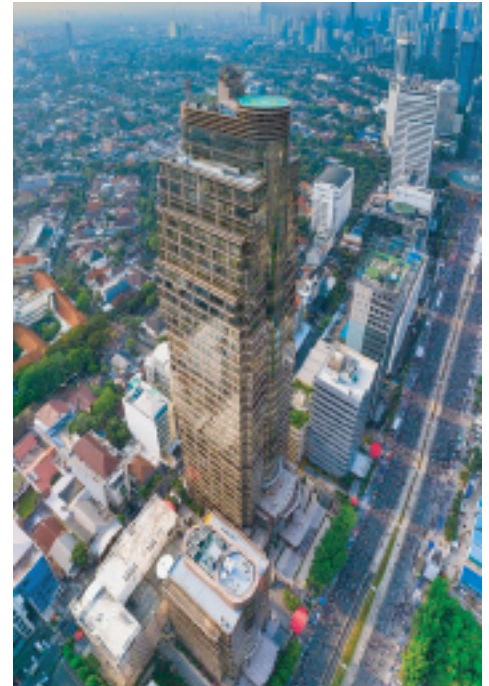
LESSON 13

COMMUNICATION STRATEGIES

KEY POINT FUNCTIONING AT 120 PERCENT

Do you use communication strategies in your professional life?
Who do you think are great communicators?
How can you improve these strategies?
How does language fit in?

Despite commonly held beliefs that communication is a language art, there are opinions that go against this perception. Perhaps not categorically, but at least in concept. Language capacity is only a part of the challenge. Strategy and presentation is the other. Read on to find out more.



Objectives To learn about Communication
Time 60 Minutes
Vocabulary Communication Strategies
Key Points Functioning at 110 percent
Grammar inasmuch as so that etc.
Review Previous Chapter

VOCABULARY AND EXPRESSION BUILDERS

Vocabulary

Commonly held beliefs What most people believe
It is a commonly held belief that English is the international language of business.

Categorically Without exception
Their clients are categorically happy with the results.

Right up his/her alley Her specialty
Setting up a business is right up her alley.

Bogged down Stuck
He gets bogged down with details.

In the overall scheme of things In proper perspective
In the overall scheme of things, he is in good shape.

Divulging To give away
He divulged the secrets of the company.

Mandate The objectives
They have set a mandate for the project.

Prolific Deep and meaningful
He is a prolific speaker.

To be at ease To not be stressed
He is really at ease with CEOs.

Hamper To stop or to slow down or get in the way
He was hampering the project with his ideas.



VOCABULARY AND EXPRESSION BUILDERS

To typify to exemplify

This typifies the situation.

A luminary to have insight

He is a financial luminary.

Linguistic For languages

They are linguistic specialists.

To harbor To hide

He is harboring a bad attitude.



There are commonly held beliefs that sports are right up her alley.

She categorically gets bogged down with details.

In the overall scheme of things, the consultants hampered their progress.

He is considered a luminary in linguistics.

To typify his scepticism, he was critical at the meeting.

COMPREHENSION BUILDERS

Communicating Strategies (From the book review Dot Com)

By Sam Ostroski

Find out what Beth Lee has to say about learning and communication in her new book “Convincing Communication”.

Meet a specialist in communication with a foundation in language learning. Ms. Lee completed her studies in language training graduating from Stanford with a specialization in language acquisition. She has developed new learning techniques for communications and languages and has recently published a book concerning this subject. Language and communication strategies are right up her alley. The following is an excerpt from her book “Convincing Communication”.

Convincing Communication by Beth Lee published by Random House Publications.

The uphill battle.

Communications is all in your head. People get bogged down with aspects of communication that hardly matter in the overall scheme of things. With this idea in mind they fight an uphill battle.

Before divulging the first principle in communication, consider this case study. Former Canadian Prime Minister Jean Chrétien having won two mandates and serving the Canadian people from 1993 to 2003, has been considered one of the most prolific and successful leaders in Canadian history. He is a real case in point when considering language skills. Canada, being officially bilingual, requires politicians to be equally at ease in both official languages, and get this, Chrétien spoke neither well. This did not seem to hamper his career. Furthermore, consider former president George W. Bush. During his mandate, he was hardly considered a linguistic luminary. Internationals might wonder how this might be. Perhaps there is something to be learnt by this.

COMPREHENSION BUILDERS

First principle: Who is your audience?

Chrétien was a showman. He appealed to the common Canadian. He was considered the people's politician. He knew his audience well, and played the part. Similarly, American culture has been known to harbor scepticism and resistance to over-intellectual leadership. This is one of the major factors contributing to Bush's success. He held two mandates. Not eloquent in his speeches, he was able to convince many voters.

How does this relate to language learning? Who is your audience? If you are learning languages for academic objectives, the concept is different. You would be amazed at how many people do not consider this. Analyse and execute. A good sales person learns a few expressions in each language with the objective of putting his/her clients at ease. Talk to them!

Second Principle: What is the objective of your communication?

Communication functions on several levels. There are the linguistic and technical elements and then the emotional and cultural aspects. Most of the time we consider the words we are saying and not how we say them. Delivery, whether written or spoken, is paramount for the communication. The "I have a dream" speech delivered by Martin Luther King typifies emotional delivery. Of course, these events are oral. Consider the following: Stephen Hawking, the famous British astrophysicist who is known for developing his complex Big Bang theories, was able to write complex hypotheses for academic purposes, but more interesting was the simplifying of his complex ideas in his book "A brief history in Time" (1988). He was able to put very complex ideas into simple words. By the end of his book, we understand what the Big Bang theory is.

Once again how does this relate to language learning? Do we sometimes miss our communication objectives because of objective miscalculations? Consider this the next time you prepare that document or oral presentation. Or for that matter the discussion in the hallway with your colleagues.

QUESTIONS

Follow Beth Lee's ideas on communication in part two of this book review.

1. Beth Lee thinks that communication is _____.
a) all in your head b) difficult c) a strategy
2. The second principle about your audience is about _____.
a) considering who you will speak to b) being able to speak their language c) dressing appropriately
3. The example about Stephen Hawking demonstrates _____.
a) that the big bang theory is not that complex b) that scientists are able to write simple books c) that you can have a bigger audience through simple communication
4. Objective miscalculations are _____.
a) bad communication strategies b) communicating to the wrong audience c) miscommunication to your audience

PART TWO

Part 2 Language Acquisition Techniques

In the first part of the book Beth Lee analyzes conceptual approaches to language and communication. Further on she introduces how this applies to second language acquisition. She talks about practical techniques that can be used every day.

Practical versus routine

Once you have clearly and strategically established your objectives, the next part is to put a technical plan into place. There are two types of language learning techniques. Immediate and long-term. Perhaps it is easier to explain this through a parallel model. When learning a musical instrument there are two objectives in practicing. Learning the music and learning how to execute the music easily. Anyone can learn how to play a simple Mozart composition on the piano. This is the objective. To play music. The other element to be developed is learning to be able to perfection more Mozart compositions faster. That's where scales come in. Scales give you patterns and routine. Similar in language learning scales can be compare to structures in languages.

Implementation

Whether your objectives are reading writing, speaking, or understanding, the technique applies to all. The preferred approach is a routine where you are able to practice fundamentals regularly including vocabulary, grammar, listening, and reading, and then work on the composition like a presentation or an email that you have to do that day. It does not have to take an exorbitant amount of time just consistency, strategy, and regularity. So here is the routine. If your objective is to do a job interview in English next month the routine is as follows. Read one article a day in English in your sector. It does not have to be long. Start a vocabulary and expression list which you can review each week. Perhaps more important is to simulate the scenario you will be encountering, and to extract the sentences you will use. This is the ace in the hole. Practice these sentences too.

Mistakes

Let's tie all of these things together. Communication and language acquisition require a strategy that goes hand in hand. The next step is execution. Remember that this is the final objective. If you prepare all and do not consider the execution your result will be 70 percent of your capacity. Ask yourself this. How can I perform at 120 percent of capacity? Perhaps the crucial element is not to be afraid to make mistakes. For the best results reflect on this. How can I produce spectacular results with minimal preparation? Just asking this question will put your mind into the proper framework.

To find out more about language learning techniques read Beth Lee's book Convincing Communication.

Sam Ostroski is a freelance journalist who writes for Dot Com regularly. For more book reviews log on to reviews dotcom.

1. Beth Lee thinks that you should put a _____.
a) listening program into place b) practical plan into place c) training plan that includes a consultant into place
2. Lee thinks that a strategy that goes hand in hand is _____.
a) a communication strategy b) a concentration of a linguistic strategies c) a communication strategy and a linguistic strategy
3. The preferred routine for strategic language acquisition is _____.
a) to learn vocabulary b) to practice fundamentals regularly c) to function at 120 percent capacity

PART TWO

4. Lee considers mistakes _____.

- a) not reading her book on the subject b) when you consider language acquisition and communication as one c) to be afraid of making errors

GRAMMAR

Intro

Explanation Using as, for, because, seeing that, seeing as, due to gives reasons for a particular situation.

You can also use:

Inasmuch as introduces a clause adding details

In that introduces a clause adding details

Examples+

Seeing that we have a meeting tomorrow, I would like to suggest a briefing this afternoon.

Seeing as we have a major presentation tomorrow, inasmuch as I know, we should go over the power point presentation.

Questions

1. _____ we are not from the same business culture their commonly held beliefs are hard to understand. C

- a) Due to b) Inasmuch as c) Seeing that

2. _____ the fact that the subject is right up her alley and _____ as I know she likes to pitch to potential clients I think she should do the presentation. C

- a) Inasmuch as / seeing that b) Seeing that / in that c) Due to/inasmuch

3. _____ it is an important sale, I think to stereotype the client is not a good idea _____ it typifies the situation. a

- a) Seeing as / in that b) Because / due to c) As / due to

4. _____ the technology hampered the solution, _____ it slowed the whole process down, I think we should look elsewhere. c

- a) Due to / in as much as b) In as much as / as c) Because / in that

5. _____ she has prolific insight into business dealings, I think it would be a good idea to use Janet for the project. b

- a) Due to b) Inasmuch as c) For

6. _____ it is important to be at ease with the new client, and _____ we absolutely need this project to go through, I think we should put Jack on it. a

- a) Seeing that / in that b) For / seeing as c) Due to / because

7. _____ you are getting bogged down with the project and _____ I want to help but cannot, I will call the IT consultant to come in. a

- a) Seeing as / inasmuch as b) In that / seeing c) Because / due to

8. _____, in the overall scheme of things, it is insignificant, I would like to get the process started. B

- a) Due to b) In that c) For

9. _____ we do not divulge too much information and _____ I want to keep this discrete I would like to ask you to discuss this only with authorized people. c

- a) For / inasmuch as b) Because / for c) So that / inasmuch as

10 _____ we do not hamper the process too much, I would like to get the new team on board. a

- a) So that b) Due to c) Because