

Dynamics of Foreign Language and Communication in Business (Intercultural verbal and nonverbal area and multimedial area)

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LINGUISTIC APPROACHES TO INTERCULTURAL BUSINESS COMMUNICATION

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WU Vienna University of Economics and Business

1993 – 1998:

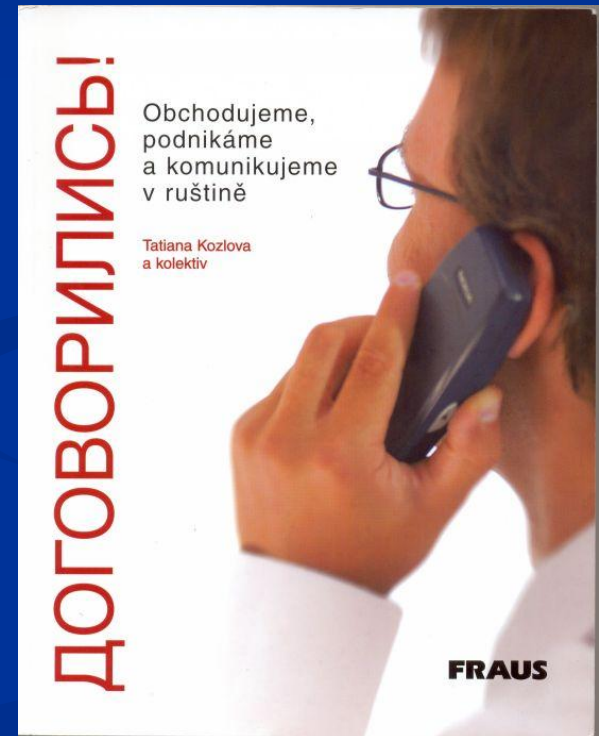
International scientific conferences

(six volumes):

**„Russkij jazyk v sfere biznesa
(Obučenijskij bakalavrov)”**

***"Dogovorilis"*, 2004**

(textbook for Czech bachelors)



1999 – 2004:

International scientific conferences

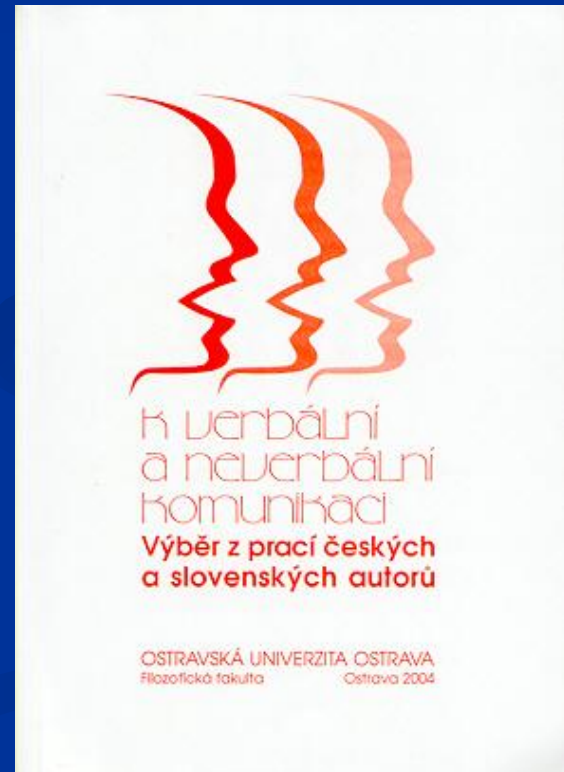
(six volumes):

*„Lingua et Communicatio in sphaera mercaturae
Bohemica, Britannica, Germanica, Rossica)“*

K. Lepilová and kol.

*K verbální a neverbální
komunikaci, 2004*

(Terminology vocabulary from
Czech and Slovak authors)



K. Lepilová and kol.

K cizojazyčné řečové komunikaci ve sféře podnikání, 2004

(Foreign Language and Speech Communication in Business sphere)



Content

1. Verbal communication – dynamic terminology

- 1.1 Social communication
- 1.2 Psychology of interpersonal communication and non-verbal communication
- 1.3 Verbal communication. Language and communication
- 1.4 Communicative situation and textual features
- 1.5 Style as a quality of communicative utterance and text

2. Multimedia communication and language

- 2.1 Business and the communicative situation
- 2.2 Multimedia, globalisation and communication
- 2.3 Acceleration of communication. Abbreviation. Advertising
- 2.4 Intercultural competence and business communication

3. Foreign languages and otherness in business

- 3.1 Mediated communication (translation and interpreting)
- 3.2 Competence of translators
- 3.3 Changes, shifts and loss in translation and interpreting as a result of overcoming communication barriers
- 3.4 Factors in linguistic interference in foreign-language communication

4. Communication barriers and means of overcoming them

- 4.1 Communication and barriers. Types and causes of barriers
Consequences of barriers and means of overcoming them
- 4.2. Linguistic barriers

5. Verbal communication models in business

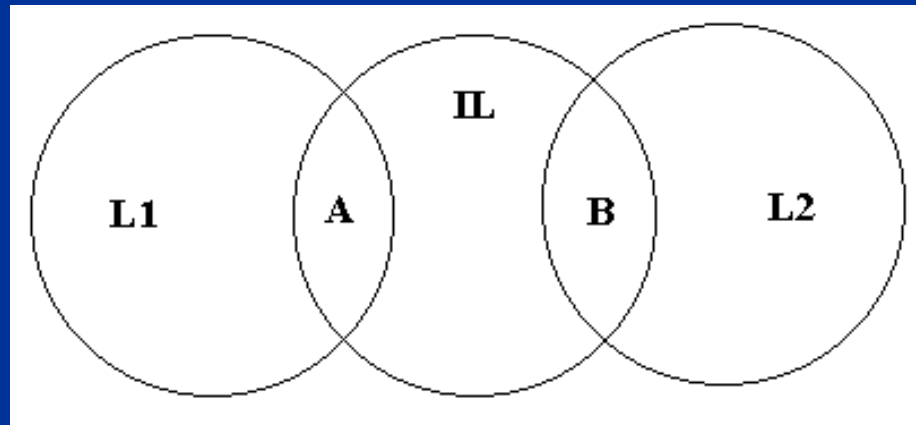
- 5.1 Models and concepts
- 5.2 Verbal communication models (English/Czech)
- 5.3 Verbal communication models (Russian/Czech)
- 5.4 Structural sentence models (banking)

Retrospective and Perspectives

1. Conflict in the process of communication and the foreign-language awareness of communicants (The communicative situation in business).
2. The terminology of contemporary communication and media communication (boundaries).
3. Research into current business and media communication.
4. Communication barriers, models of communication situations.
5. The role of public speaking.
6. Integration processes in language. Intercultural communication.

„Third language“ and „third culture“

English language is in the light and shadow of **globalisation**. English language is living in the all world now, this fact has a influence on another languages. But this fact have reverse effect: it arise a relationship between national English language and **“international English”** language. Effect a **‘third language’** – lying somewhere between the two ‘true’ languages: termed ‘Czenglish’ (by Don Sparling).



L1 = first language (Czech)
L2 = foreign language (English)
IL = interlanguage

A = interference in the IL
B = correct L2 production in the IL

For example:

město bylo investorem i další dokončené výstavby
v nových **domech**

*the city invested in other apartment **houses**

(the city **also** invested in other **apartment blocks**)