

LESSON 2.

FOREIGN LANGUAGES AND BUSINESS

GLOSSARY:

- to execute** – egzekwować
ability – umiejętność
trustworthy – godny zaufania
to gain – tu: zyskiwać
to convince – przekonać
flexible – elastyczny
mother tongue – język ojczysty
to reign – panować
crucial – ważny, przełomowy
impact – tu: wpływ
to be aware – być świadomym czegoś
vast majority – znacząca większość
dependency – zależność
to take conclusion – wyciągać wnioski
superpower – superpotęga
worst-performing – osiągające najgorsze wyniki
to rejoice – ucieszyć się, cieszyć się
strenuous – ciężki, wyczerpujący
cultural awareness – świadomość kulturowa
merit – zaleta, wartość
trait – cecha (np. charakteru)
cultural diversity – różnicowanie kulturowe



CD 2

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Listen carefully to the recording.

Do you know that the ability to communicate in a foreign language makes you considerably more business efficient? This is because business is much more about diplomatic skills. A successful businessman should know how to negotiate, defend his rights, impose conditions and execute them. To do all this well, speaking a foreign language is extremely helpful. This ability makes you more trustworthy in the eyes of your business partners, gaining you additional points at the start, and you can also achieve your aims more easily by having the possibility of convincing people using specific words.

There are other advantages, too. Knowing a language other than your mother tongue is a huge asset to your personality. Each language is a universe where a specific logic of thinking reigns. This is why a bilingual person is more flexible and his or her decisions are better adapted to various situations. What is more, people who fluently speak a foreign language become more aware of cultural differences, and that in turn plays a crucial role in efficient business mediation and has a direct impact on closing transactions.

A recent study on English ability in the world has shown striking results. The countries that do well in business are, in the vast majority of cases, fluent English speakers. For example, Swedish or Dutch citizens know English remarkably well because their native languages are used by a restricted number of people. The opposite situation has been observed in Spain and Latin America, which are the worst-performing regions. This is due to the fact that the biggest language population are Spanish speakers.

Export dependency is another correlation with English. The best example here is Malaysia. This country is considered to be the best English-speaking country in Asia. It so happens that Malaysia is also a great world exporter. The country occupies sixth place among the biggest export powers. This case proves best that there is a link between countries that export more and their ability to communicate in an international language, and English can certainly be considered as such.

In the world's map of business superpowers, there is one exception though. I am thinking about Japan. This country is one of the most developed, and rejoices in great business successes. Despite the strenuous efforts Japan makes to teach its citizens English, its results are very poor. Although the reason for this situation remains unknown, there can be another conclusion to draw from it. I mean the specific, Japanese culture, which is remarkably sensitive to human nature, where psychology is on the highest level. They may also have an inner talent for business affairs.

Exercise I.

▪ Decide whether the statements are true or false.

1. Knowing foreign languages makes your information processing capacity slower. True / False
2. English ability is great among Japanese people. True / False
3. There is a link between export efficiency and English language speaking ability. True / False
4. The Swedish are fluent English speakers. True / False

Exercise II.

▪ Fill in the gaps with the words listed below.

bilingual / efficient / native / fluently / adapted

Knowing language than your a) _____ is a huge asset to your personality. Each language is a universe where a specific logic of thinking reigns. This is why a b) _____ person is more flexible and his or her decisions are better c) _____ to various situations. What is more, people who d) _____ speak a foreign language become more aware of cultural differences, and that in turn plays a crucial role in e) _____ business mediation and has a direct impact on closing transactions.

Exercise III.

▪ Find the opposites by adding right prepositions.

1. flexible - _____
2. aware - _____
3. comprehensive - _____
4. restricted - _____

Exercise IV.

▪ Read the text again and fill in the gaps with the right adjectives. There is one extra word given.

- a) fluent
- b) efficient
- c) flexible
- d) closing
- e) vast

1. _____ business mediation
2. _____ speaker
3. _____ majority
4. _____ transaction

Exercise V.

▪ Match the words with their definitions.

- a) reign
- b) merit
- c) trait
- d) cultural diversity
- e) cultural awareness

1. A good quality: _____
2. Hold royal office: _____
3. Being aware of other cultures: _____
4. A particular feature of a person: _____
5. Coexistence of different culture groups within one social unit: _____

Exercise VI.▪ **Write the words with opposite meaning.**

1. export – _____
2. worst-performing – _____
3. foreign language – _____
4. on the highest level – _____

Exercise VII.▪ **Fill in the gaps with the words from exercise VI.**

1. She was the _____ actor in the film and it was very obvious.
2. Poland has to have bigger _____ of our goods in the future.
3. Does the phrase ' _____ ' mean that something is very good quality?
4. How many _____ do speak? Just one? Impossible!