

Overcoming barriers in business communication

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Main barriers?

Unfamiliar native/non-native accents

Jargon and idiomatic language

Different cultural practices

New (and old?) technologies

Others: Deciphering 'incorrect' language

Trainer competence

Wants' of learners v 'needs' of sponsoring organisation.

Unfamiliar accents and pronunciation

We have gross mill buyers

There's been a rabbit increase

They have only one contat with publisers

Verius feziz

Just to reiterate...

Different cultural practices



Some cultural barriers

Attitudes to acknowledging and responding

Perceptions of what is 'polite'

Attitudes to time-keeping and punctuality

Attitudes to age and gender

Attitudes to hierarchy

Attitudes to humour

The value of authentic recordings in overcoming communication barriers

They help learners understand linguistic diversity – accent, speed, grammar, jargon, idiom, error

They challenge prejudice and they inform

They represent ‘real’ thought and opinions

They introduce new vocabulary and structure in context

They can be used at a range of levels

4 basic rules for listeners

Work at becoming a proactive listener (and set an example by being a clear speaker)

1 Ask the speaker to slow down and, when necessary, to speak up

2 Ask for clarification when you do not understand

3 Rephrase what the speaker says

4 Practise your listening by working with authentic listening materials which demonstrate these rules. Practice really does help!

References and resources

Badger, I English for Life 'Listening' B2 Collins (May 2014)

Badger, I English for Life 'Listening' B1 Collins 2012

Badger, I English for Business 'Listening' Collins 2011

Badger I English for Business Listening App for Ipad Collins/Red River 2012

Badger, I Everyday Business English Pearson 2003

Dignen, B and I McMaster 'Effective International Business Communication' (pp22-31)
Collins 2013

www.collinselt.com/businesslistening

www.collinslanguage.com/collins-elt-learners-of-english/english-for-life/listening

Further recordings of 'Business Listening' and Listening B1 speakers

<http://accent.gmu.edu>

People from around the world recording the same paragraph in English

<http://sounds.bl.uk/Accents-and-dialects>

Examples of regional UK accents and dialects

<http://www.languagebyvideo.com>

Video examples of English accents around the world

(Cartoons from 'Business English Phrases' BMES Kindle edition 2013)