URL: <https://prezi.com/view/XY4lVSfPRvaDjaNruMq1/>

**Практичне заняття 2  
The Global Language of Business (Мова глобального бізнесу)**

## Cross-Cultural Communication, Language, and Business

## Created by Peter Sabath

#### TOPIC 1

#### Cultural Differences in Business

TED Talk Video - Chinese Philosophy

#### The Language of Money/The Power of Language

#### TOPIC 2

Big Think Video - Is the English langauge king?

#### Questions for Discussion

#### Questions

1. What is your reaction to Valerie's experience in China?

2. What can we learn from her in terms of applying her lessons to our own lives, both in our personal/family environments and our work/business worlds?

3. How have Confucius' ideas ifluenced the way Chinese people live and interact with people?

4. What do the Chinese ideas of "Guanxi" (connections and relationships), "reciprocal favor" (giving back), "harmony" (patience and waiting for the right moment), and "face" (public reputation) have to do with communication in our personal lives and business? What can Westerners learn from this Chinese philosophy?

5. Can patience, openness, and being a good listener improve your effectiveness at your job? Why/why not?

6. What are the main points of the speakers in the second video about the language of global business?

7. Is English still the language of the global economy? Is learning English still important in our international market?

8. Why are so many American students behind in our global econmy, even though English may be their native language?

#### TOPIC 3

#### English for Global Business

Article:

https://hbr.org/2012/05/global-business-speaks-english

1. What are the main ideas that the author of the article discusses?

2. Do you agree/disagree with her perspective? Why? Explain your reasoning.

3. How you you feel if your employer instituted an English-only policy as many international companies are doing now? Would you buy-in and feel confident in your capacity, or resist? Why would you react this way?

4. Which of the four categories (frustrated, inspired, oppressed, or indifferent) discussed in the article would you fall under? Why?

#### Annotations

Week 1/Article 1: Title (Global Business Speaks English)

New vocabulary with definitions -

Questions you have about the text -

Thoughts you have while reading -