

WHY LANGUAGE MATTERS



DOES LANGUAGE MATTER?



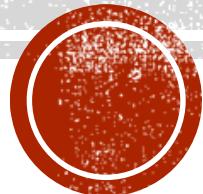


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**HIGH PROFICIENCY FOR ALL
STUDY ABROAD STUDENTS
IS AN UNREALISTIC GOAL.**

But is zero proficiency ever
a good idea?



WHERE ARE WE GLOBALLY ON THIS ISSUE?



HOW DID WE GET HERE?

- Geographic/linguistic homogeneity
- Reality that there are English speaking destinations a plenty
- Myth that everyone else speaks English anyway
- Myth that fluency is the only meaningful level of proficiency



A photograph of a waterfall cascading down a rocky cliff into a vibrant turquoise lake. The water is clear and reflects the surrounding greenery. The cliff is covered in moss and small plants. A tree trunk is visible in the foreground on the left. The overall scene is lush and green.

08.05.2011 16:54



08.06.2011 00:11





08.06.2011 14:27

OBJECTIVES

1. Demonstrate why it is worth the effort to gain minimal foreign language competency before study abroad, even if the level will not be proficient by usual standards
2. Offer one model [SLCI] for adding minimal survival language component to intercultural competency preparation pre travel



WHY DO WE CARE IF OUR STUDENTS STUDY ABROAD?

- Personal growth
- Develop intercultural competency
 - Change thinking and behavior in multiple cultural contexts
 - Act (perform real tasks in the context)
 - Interact (communicate and engage with native speakers in context)



HOW DO WE KNOW?

- We know that intercultural competency is growing if we develop the ability modify THINKING and BEHAVIOR appropriately in an intercultural context....



ZERO LANGUAGE SKILLS

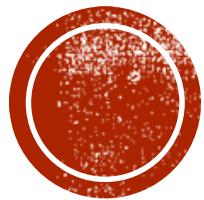


AFFECTIVE FILTER









МАКДОНАЛДС







Туалет

?



P=R C=S



ТУРИСТ

- $Y = U$
- $P = R$
- $I = I$
- $C = S$

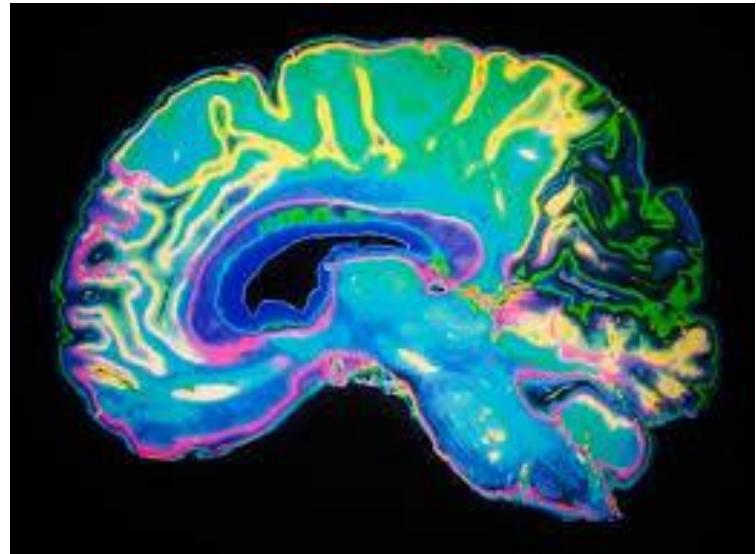


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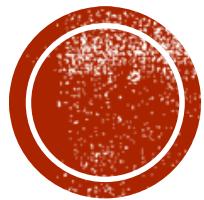


NEURO-SCIENTIFIC FINDINGS

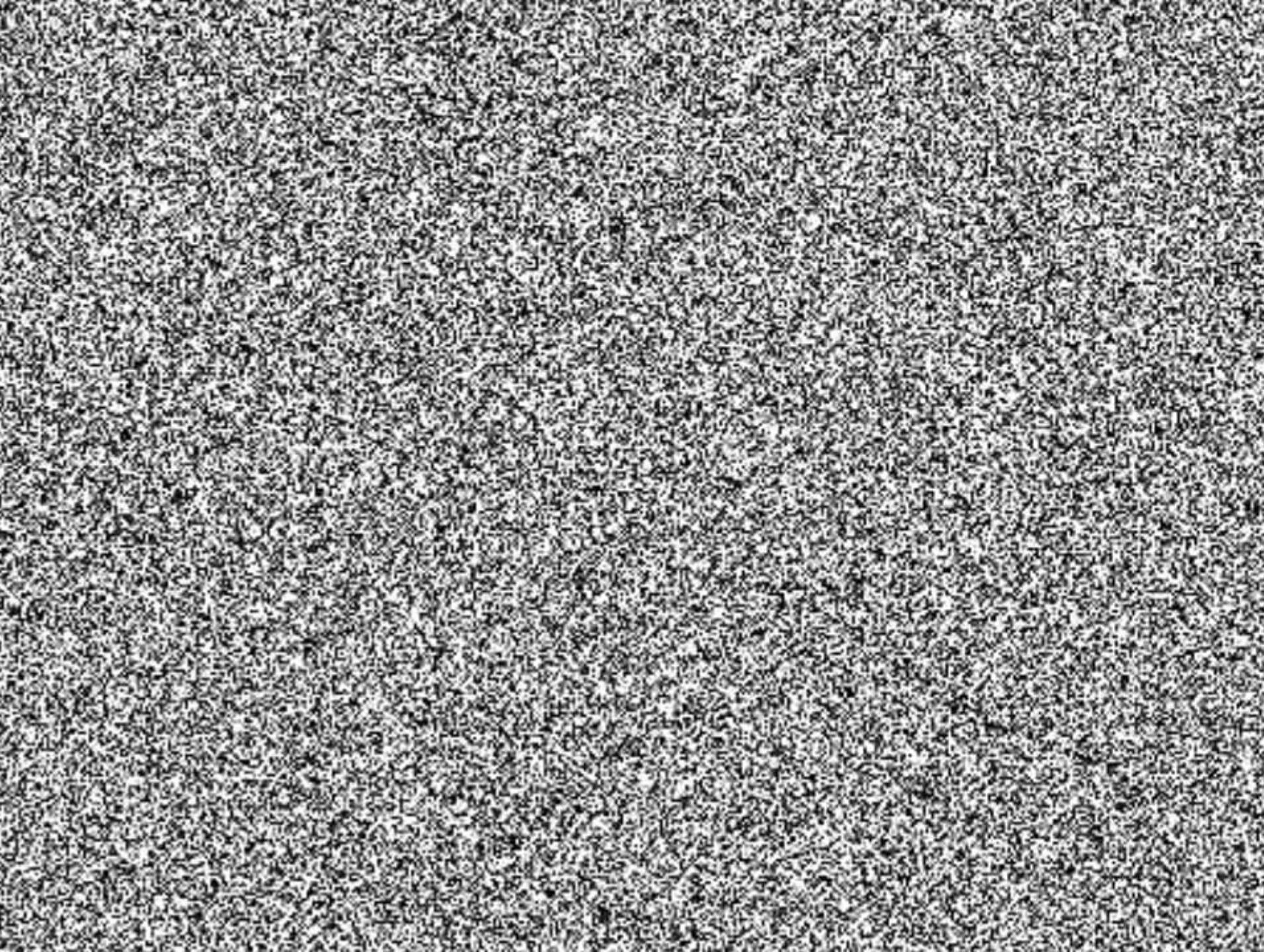
- Anxiety produces fight or flight response
- Affective Filter is activated: defenses up!
- Learning is inhibited
- Attitudes and beliefs are created about the situation or context causing the distress







МАКДОНАЛДС





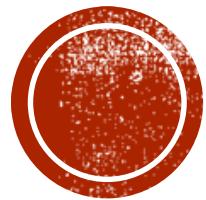
ПЕПСИ-КОЛА
ТОВАРНЫЙ ЗНАК



WHAT COMPONENTS DO YOU NEED FOR SURVIVAL LANGUAGE SKILLS

- **VERBAL SKILLS**
- Ability to recognize cognates or other linguistic familiarity
- Basic vocabulary of politeness, yes and no
- **NON-VERBAL SKILLS**
- Knowledge of cultural norms
- The script for common situations





**HOW MANY GERMAN
WORDS DO YOU KNOW?**



HOW MUCH GERMAN DO YOU KNOW?

Kindergarten Oktoberfest Volkswagen Gesundheit!
Auto Tennis Glas Bier Reis Fisch Wein Postkarte Post
Bank Bier Medizin Hund Schuh Radio Buch Papier
Blume Haar Finger Arm Hand Haus Maus Katze
waschen trinken bringen singen Restaurant Apfel
Orange Salat Banane Bus Licht Pullover Jacke Doktor
Pilot Professor Karte Couch Butter Cola lang
intelligent interessant blond braun Kaffee Tee Golf
Garage Garten Museum Oper Theater Freund Taxi
Supermarkt Apotheke Drogerie Delikatessen Wasser
Vegetarisch Café Toilette (WC) Hotel



BASICS: OR, EVERYTHING I NEED TO KNOW I LEARNED IN KINDERGARTEN

- ▶ Guten Tag/Grüß Gott!
- ▶ Numbers 1-100
- ▶ Ja
- ▶ Bitte
- ▶ Nein
- ▶ Danke
- ▶ Auf Wiedersehen/Auf Wiederschauen/Tschüß!
- ▶ Entschuldigen Sie!/Entschuldigung!





Rindsfilet im Teesatz
Hähnchen-Curry
Tigernusschneide
Schweinerippchen
Ziehbauschneide gebacken
Geschnetzeltes Ziehbauschneide
Hähnchenschnitzel gebacken
Ziehbauschneide
Cordon Bleu vom Huhn
Emmentaler gebacken
Gemischter Salat klein

Die Presse

CEVAPCICI RTTTE!



Fotostudio L'Eveque



KNÖDEL, BITTE!



SENF UND KREN



Foto: Mario Pizzinini, www.wurstakademie.com



BACKHENDL, BITTE!



GULASCH RITTEI



SALAT DAZU?







CULTURAL NORMS



I'M WORKIN' HERE



WHEN IN AUSTRIA.....



LEITUNGSWASSER, BITTE!



IN RESTAURANT: THE SCRIPT

Greeting
Drinks
Food
Quality control
Anything else today?
Paying
Leaving



IM RESTAURANT



TRINKEN

- Wasser
- Leitungswasser
- Cola
- Bier
- Wein (rot, weiss)
- Apfelsaft g'spritzt

BITTE!





SPEISEKARTE

Hauptgerichte

Wienerschnitzel mit Pommes (Pute oder Schwein)

Backhendl mit Erdäpfelsalat

Bratwurst mit Senf und Kren

Cevapcici mit Pommes und gem. Salat

Schweinsbraten mit Sauerkraut

Rindsgulasch mit Knödel

Vegetarisch

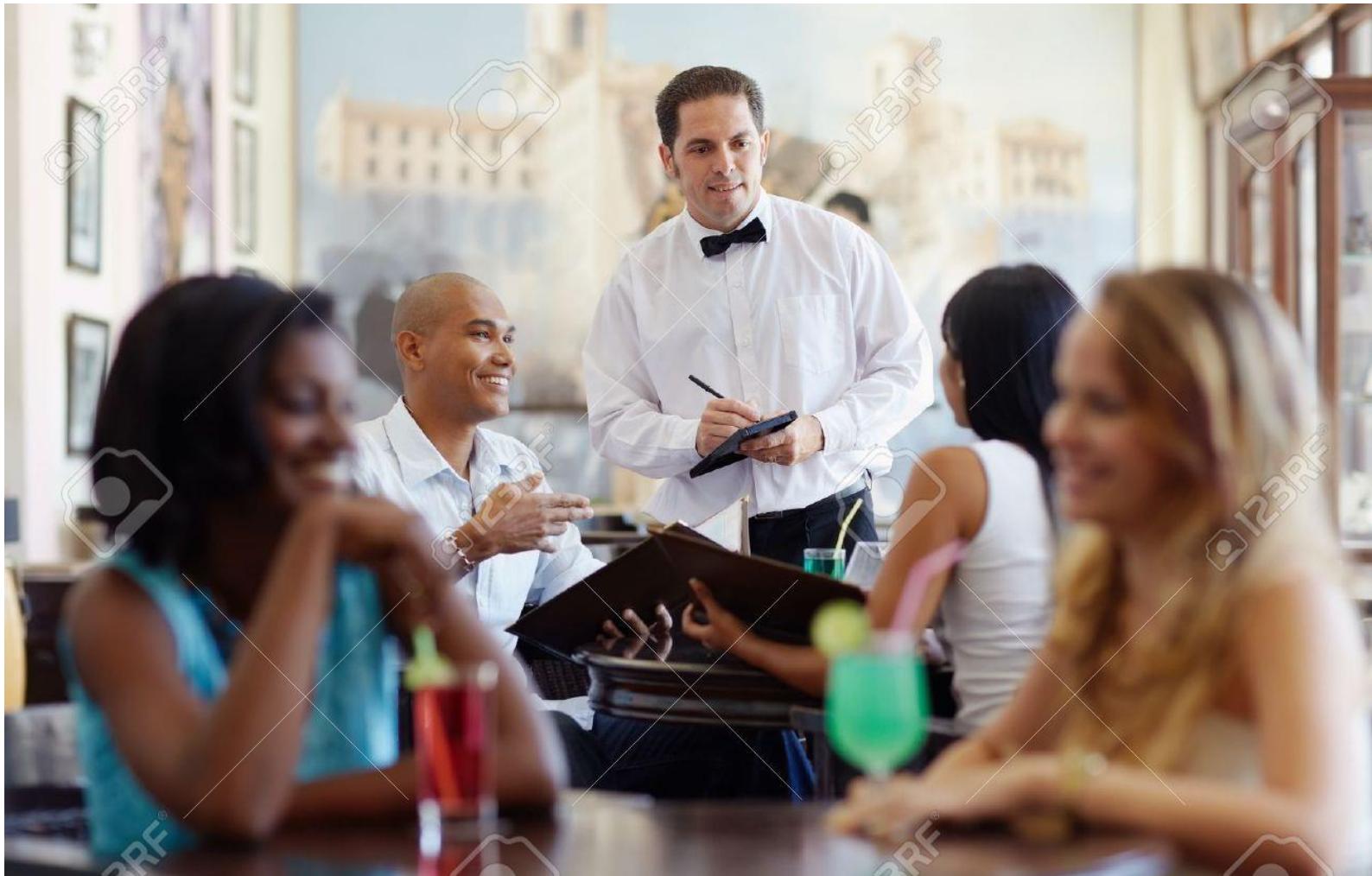
Spinatstrudel

Gemüse Teller (Glutenfrei!)

Bandnudeln mit Broccoli



WAS DARF'S SEIN?





Rindsfilet im Teesatz
Hähnchen-Curry
Tigernudelschotel
Schweinerippchen
Ziehbauschwein gebacken
Geschnetzeltes Ziehbauschwein
Hähnchenschnitzel gebacken
Ziehbauschinken
Cordon Bleu vom Huhn
Emmentaler gebacken
Gemischter Salat klein

Die Presse

QUALITY CONTROL



dreamstime[®].com



QUALITY CONTROL

- Hat's gepasst?
- Alles in Ordnung?
- Hat's geschmeckt?



ANYTHING ELSE TODAY?

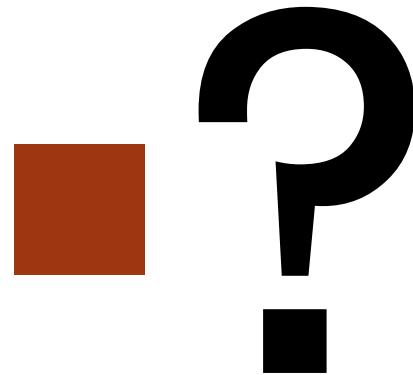


ANYTHING ELSE?

- Sonst noch einen Wunsch?
- Sonst noch etwas?
- Darf's sonst noch etwas sein?



WHAT HAPPENS NEXT?



ZAHLEN, BITTE!

- TIP = Number you want them to keep
 - 17.50 = 18 bitte
 - 7.50 =
 - 4.30 =
-
- Danke!
 - AUF WIEDERSEHEN!



TWO PRE-REQUISITES TO DEVELOPING CULTURAL COMPETENCY

- Opportunity to **perform real tasks** in the context
- Opportunity to **interact with native speakers** in the cultural context
- In other words: ability to ACT **and** INTERACT in context



HOW MUCH LINGUISTIC COMPETENCY HAVE WE DEVELOPED?

- Grüss Gott
- Ja
- Nein
- Bitte
- Danke
- Leitungswasser
- Zahlen
- Auf Wiedersehen!



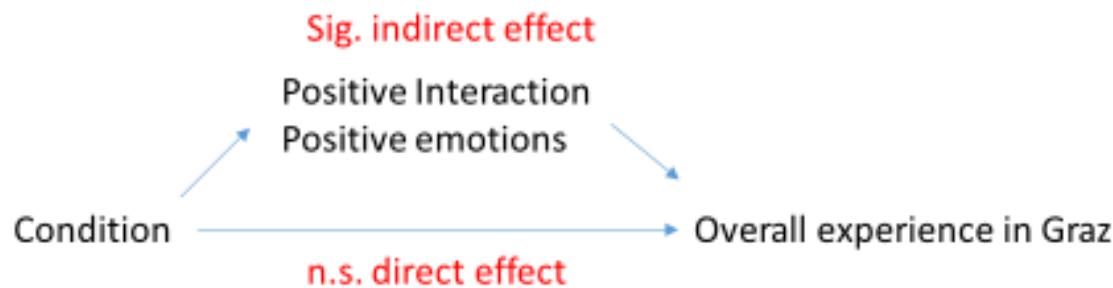
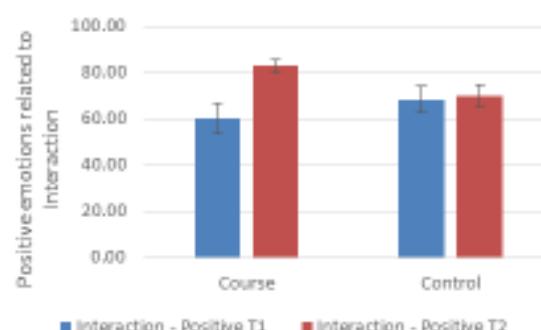
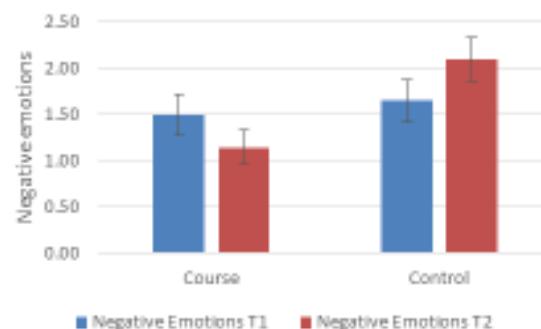
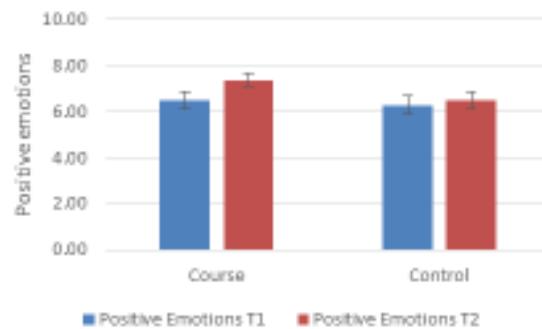
HOW MUCH CULTURAL COMPETENCY HAVE WE DEVELOPED?



SCRIPTS AND STRATEGIES ARE INFINITELY TRANSFERABLE

- Hairdresser
- Supermarket
- Shoe store
- Transportation





Vienna 2017

