

We speak „Denglish“
Challenges of Working in a Global World

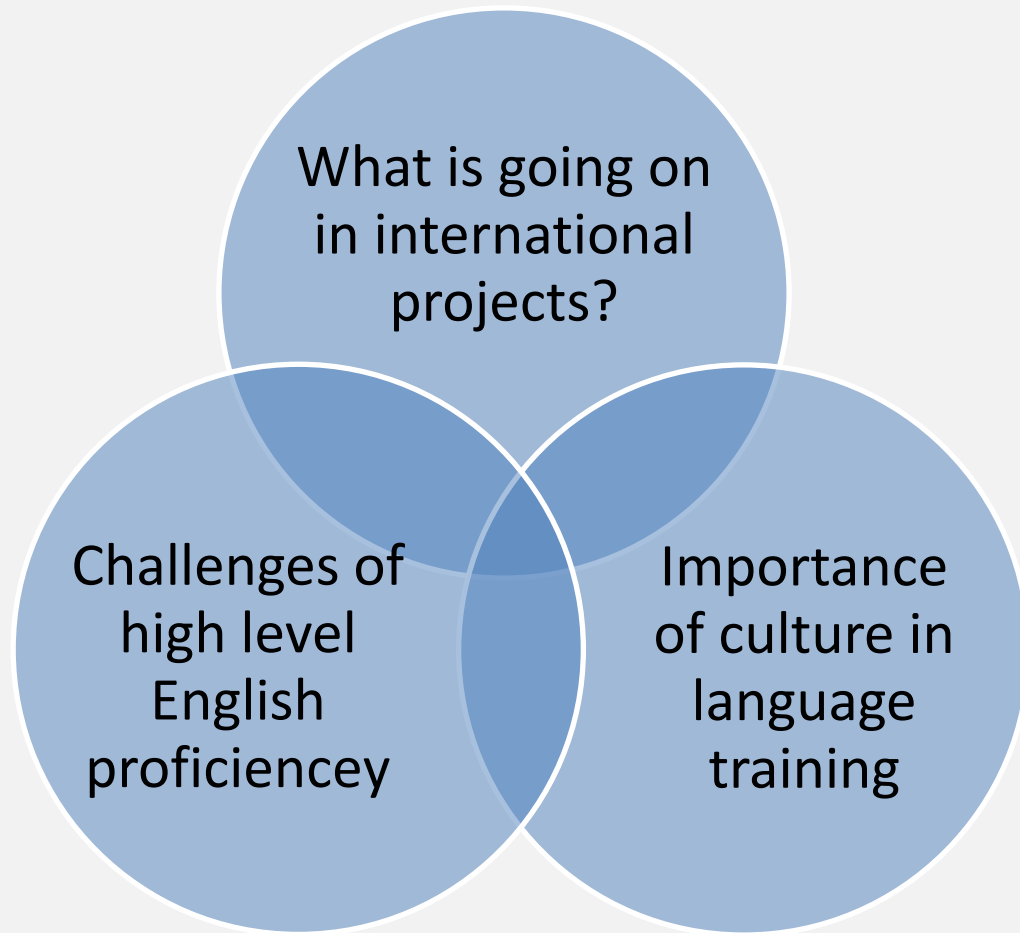
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Deutsch + English = Denglish

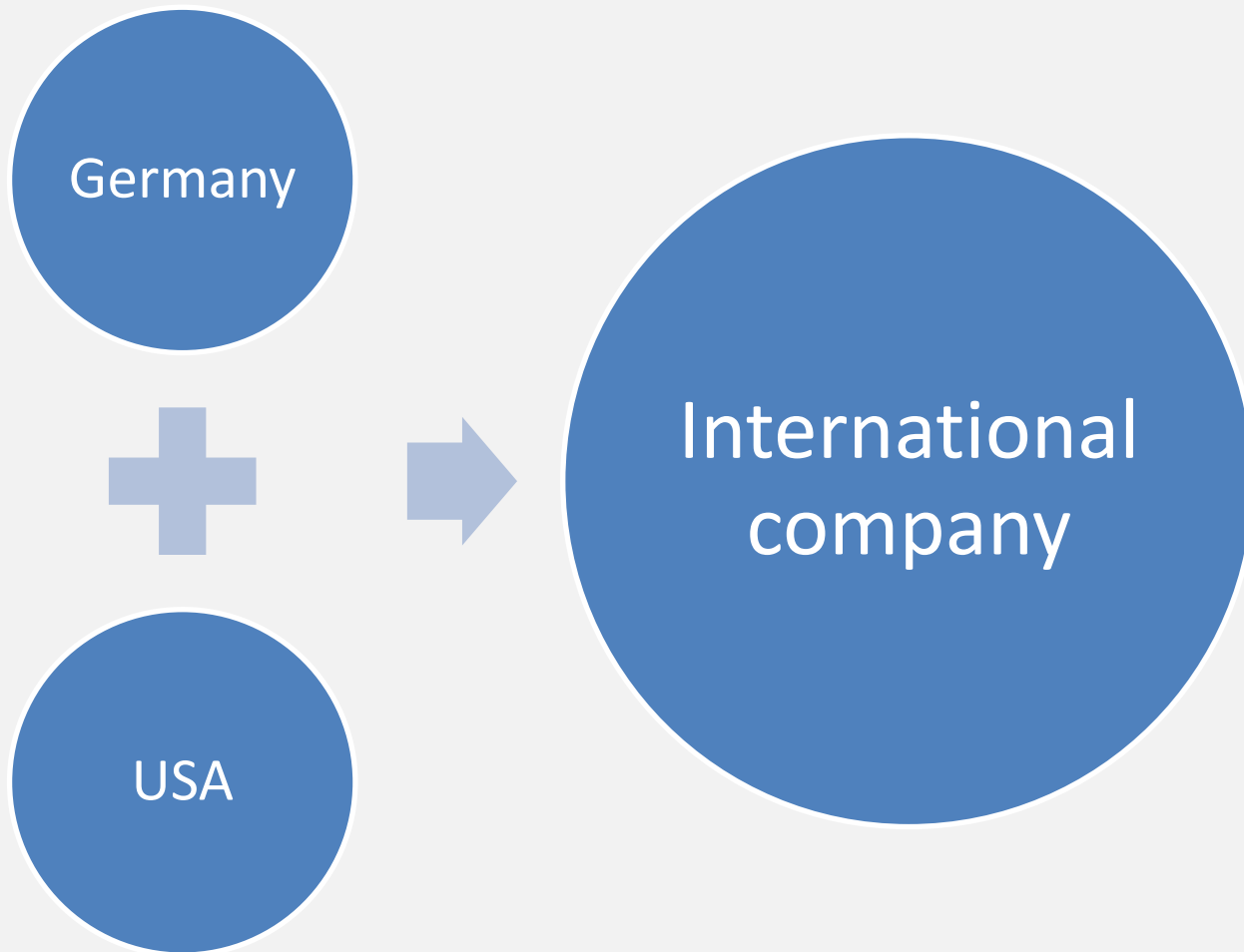
Denglish

- I ordered the new iphone 5 **handy**
- Tonight there is a **public viewing** in town
- We value **transparency**
- I bought a new **body bag**

Presentation topics

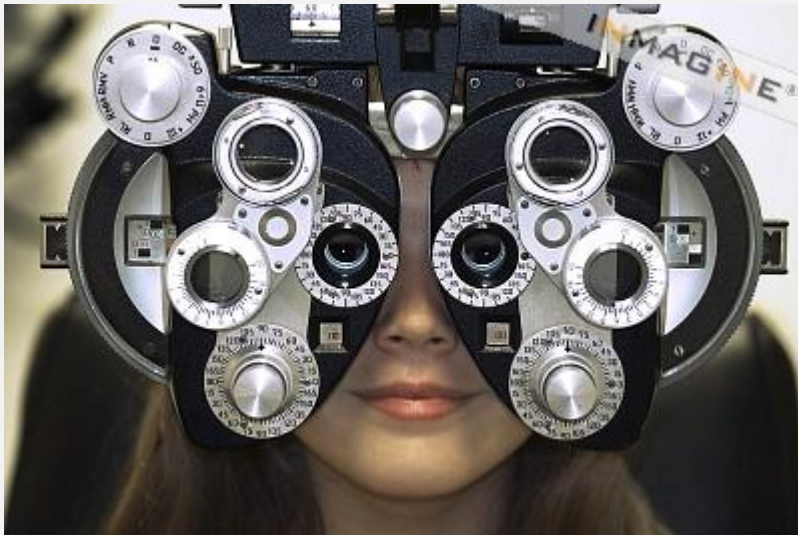


Case study

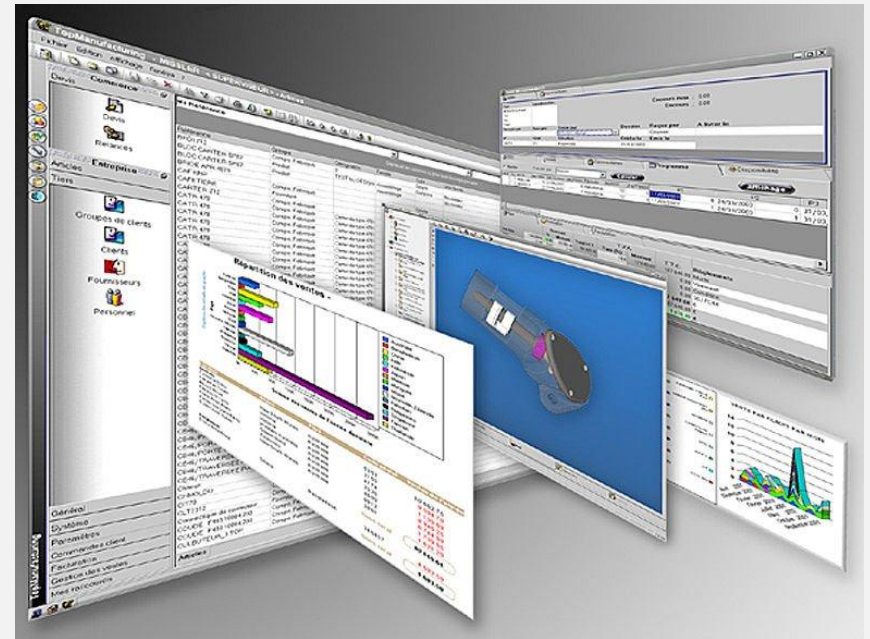


Project

German Part



USA Part



Problem



Unfulfilled goals:

- Differences
- Uncoordinated action

German-American views

Germans said:



- Break promises
- Constantly change their minds
- Can't stick to a plan

Americans said:



- Are bossy
- Think they know it all better
- Uninterested in American involvement



What happens when people work together?

Study overview

- Study: 2005-2009
- Method: Closed role play
- Data: requesting, disagreeing acts
- Population: 164 **G**erman **W**orking **P**rofessionals
- Research aim: what is GWP pragmatic knowledge concerning politeness

Theory: Requesting

- **Directive** – getting someone to do something as intended by the speaker
- Potentially **face threatening** – freedom of action
- Politeness = you have option for non-compliance
- Strategies:
 - ✓ Conventional indirectness: can you, could you, would you
 - ✓ Internal mitigation: possibly, a little, sort of, etc
 - ✓ External mitigation: preparators, explanations

Polite Request Pattern

I hate to bother you but could you possibly
send that report as soon as possible?

***My team needs it for a presentation we are
giving next week.***

Theory: Disagreeing

- Communication of contrary belief or opinion
- **Directive** – abandonment of opinion for good of speaker
- Potentially face-threatening: threatens cooperation
- Politeness = minimise differences; maximise agreement
- Strategies:
 - ✓ Avoid explicitly disagreeing
 - ✓ Partial agreement
 - ✓ Offer other suggestions

Polite Disagreeing Pattern

I understand your point, however *I am wondering if it would be better to look at an alternative.*

Request Data

Those Americans never keep a promise! It's always the same thing! They all promise to do stuff and then don't follow through!! I need that report!!

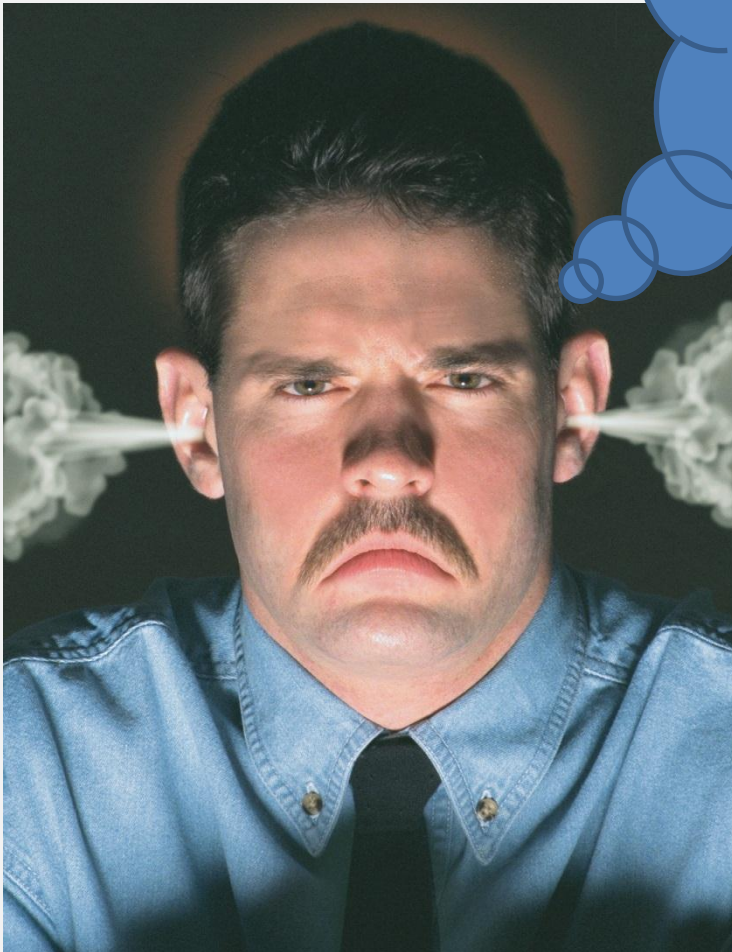


I come to you with a very very big problem. I promised our team leader that uh today there are some visitor from a company who like to have a project done with us or to doing with us together. And now we have a it was planned it was foreseen that uh we have meet them and say hello and go through the company show them some interesting places and this afternoon there will be a meeting with them together. And I have this big problem and now in my old project there is a big bug which seems I am the only person who can fix that. And now I was looking for someone who can who can do this invitation to do the whole presentation to go through and have a lot of small talk with them. And my choice was to ask you if this is possible because you are the only native speaker here in this company and I think it's a big big benefit and what do you think about that?





Those
Germans
are so
bossy!



I've got a big challenge today you know. I know challenges are so important. Uhm my challenge today is I have two very urgent things to do today and it seems to be impossible and I don't think I cannot do it without your help to be honest you know. Yeah you know in a way I trusted so I come to you because I want you to help me with that challenge to get done with that. Because we have visitors today and I in theory should take care of them but somebody asked me to help him in a project and this help can only be supported by me. And so I have to leave and have to do that but the visitors are very important as well so would you help me do that would you just take care for the visitors because it's a challenge that might be to big for me we might have to be a team to do it.



I want,
I want,
I want!!!

I would kindly **ask you** to spend few minutes of your **worthy time** to help me on some information for our big project which **has to** start next month.



I'm asking you
herewith to give me
3 more people

I'm asking you
whether you can
help me to
entertain these
visitors



Disagreeing Data

Explicit disagreeing



A: I think dressing in Bavarian costumes would be a great idea

G: I **disagree** with your idea

I thought the video conference was scheduled for Thursday



Uh Susan no it takes uh place on Wednesday and I'm really astonished that you have the wrong date because usually are you are really up to the dates and I'm also astonished that you call so late I sent out the plan already almost 2 weeks ago. So it will take [place] on Wednesday as schedule.



I thought the video conference was scheduled for Thursday

I think that's a mistake. Um I wrote down on my notice that we will have the conference on Wednesday, I think you mixed up the date.



I think changes are possible if you really want it

Yes, but the problem is that we started this project and all this planning around 3 months ago. So we can't change anything.



What are the challenges?

Communicative norms

German culture

Content-orientation

Politeness:

- ❖ Explicit disagreeing
- ❖ **Explain** situation and say what is needed

American culture

Person-orientation

Politeness:

- ❖ Avoidance of differences
- ❖ **Asking** permission, **asking** for compliance

The problem is...

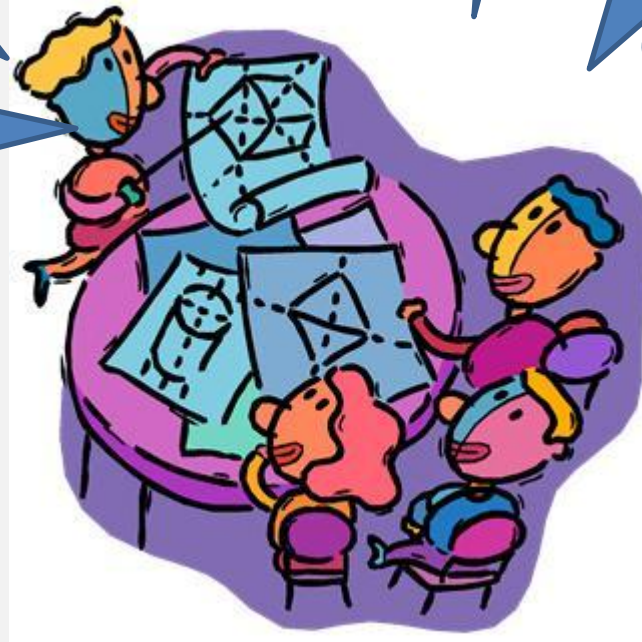
Let's see

I'm afraid I have to disagree. In our opinion that idea will not work.

Sure, it's a good thought, however I wonder if we should wait a bit

We should

Silence = I don't agree at all!

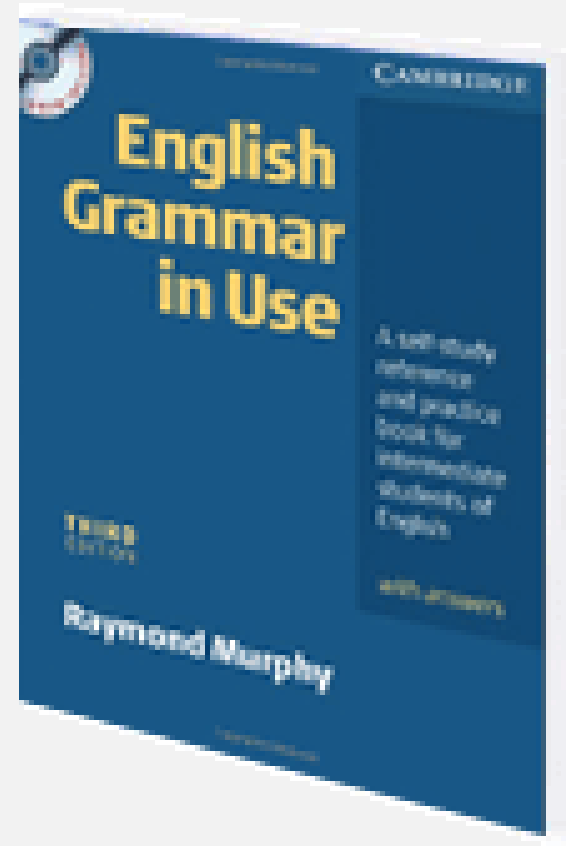


Foreign language learner behaviour

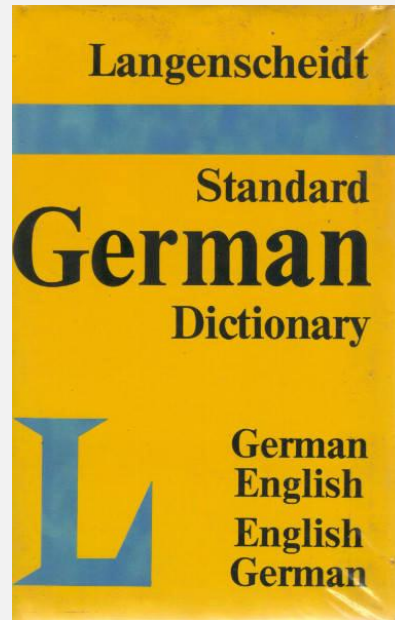
- Over production of explicitness
- Over production of verbosity

Classroom induced pragmatic errors

- It will take place
- I am asking
- I want you to help me
- I'm afraid I have to disagree



To want



Möchten

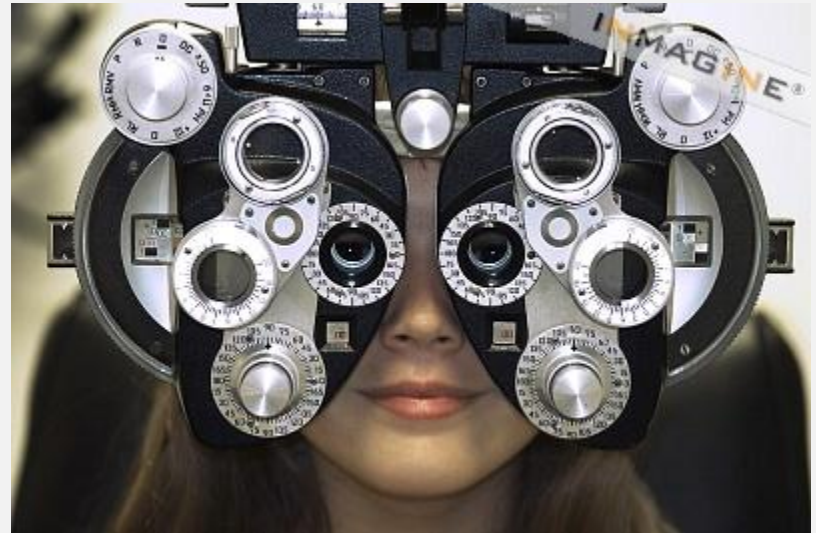
Wünschen, wollen,
möchten

To want

Case study

Challenges?

- High level proficiency
- Cultural impact



1. Good grammar is not enough

- *I'm asking you to send me the report*

2. Cultural norms for politeness

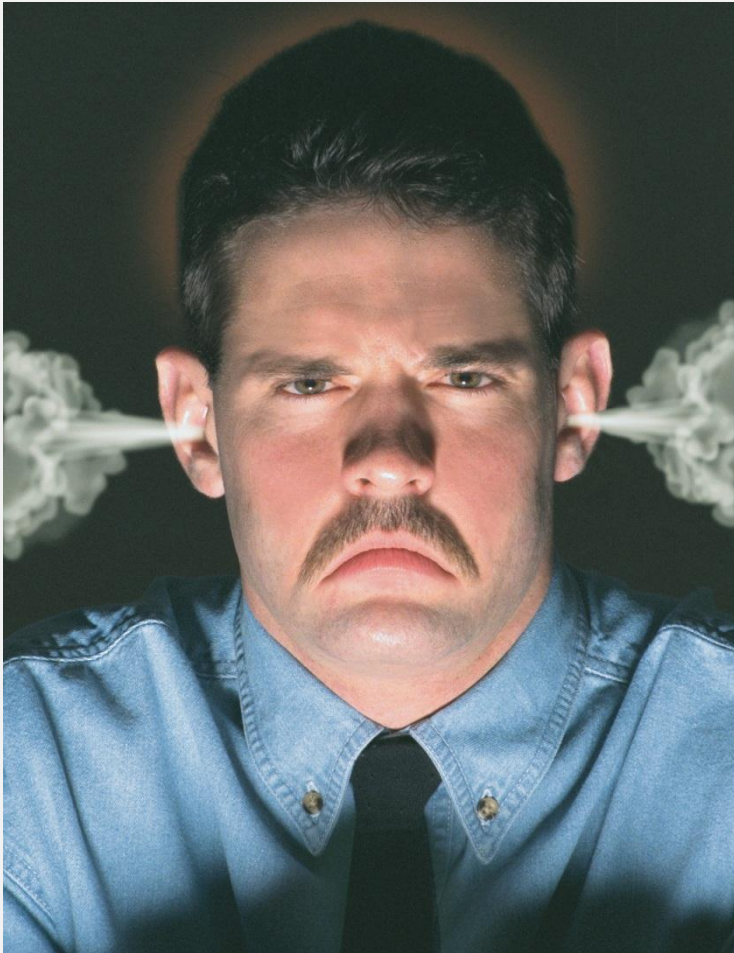
German norms

- Yes, but I disagree
- Detailed, historically organised pre-request account

English norms

- Perhaps we can look at an alternative
- I was wondering if you had time to help me (?)

3. Potential misunderstandings



- I disagree
- It won't work
- I'm astonished
- You made a mistake

4. Contextualised examples

- Who am I speaking to? (power, social distance, pre-history)
- What do I want/need? (level of imposition)
- Pragmalinguistic possibilities

Hvala za vašo

pozornost