ERF:
1. Literacy

Arab College of Applied Sciences

Total Duration: 20 hours

الكليـة العربيـة للعلوم التطبيقية
ARAB COLLEGE OF APPLIED SCIENCES

EMSA

Project Details

Title: "Joint Development, Piloting, and Validation of Entrepreneurial Mindset and Key Skills Curricula and Training Materials for Third Countries"
Acronym: **EMSA** (Entrepreneurial Mindset and Skills for All)
Agreement Number: 101092477 – EMSA – ERASMUS-EDU-2022-CB-VET
Programme: Erasmus+ Capacity Building in the Field of Vocational Education and Training (VET)
Call for Proposals: ERASMUS-EDU-2022-CB-VET
Start Date: 01.01.2023
End Date: 31.12.2025

Literacy

Training Aim

The primary aim of this workshop is to equip participants with essential knowledge, skills, and competencies in verbal communication, critical thinking, and socially responsible language use. Participants will develop a strong understanding of key verbal interactions—such as conversation, negotiation, presentation, and debate—while learning to differentiate between various language styles and registers. Additionally, they will enhance their critical thinking abilities, allowing them to generate and assess alternative solutions to challenges in both professional and personal contexts.

Through practical exercises and real-world application, participants will understand the impact of language on interpersonal dynamics and cultivate more positive, socially responsible communication practices. This hands-on experience will empower participants to improve their verbal communication, contribute to more inclusive professional environments, and navigate various communication scenarios with confidence.

Descriptor 1

Learning Outcomes

✓ **In terms of knowledge:**

Understand and describe the main types of verbal interaction and the features of different language styles and registers, including formal, informal, technical, and persuasive.

✓ **In terms of skills:**

Apply various types of verbal interaction effectively in different contexts, such as conducting a negotiation or delivering a presentation.

✓ **In terms of competences:**

Evaluate and select appropriate language styles and registers to enhance the clarity and effectiveness of communication in different verbal interactions.

Descriptor 2
Learning Outcomes

✓ **In terms of knowledge:**

Identify different and alternative solutions to challenges, applying critical thinking to evaluate their feasibility and effectiveness.

✓ **In terms of skills:**

Employ critical thinking strategies to explore and generate solutions to real-world challenges, using a variety of information sources.

✓ **In terms of competences:**

Demonstrate the ability to critically assess and select the most appropriate solutions to challenges, considering their potential impact and practicality.

Descriptor 3

Learning Outcomes

✓ **In terms of knowledge:**

Describe the impact of tone, body language, and intentions on the effectiveness of communication and interpersonal relationships..
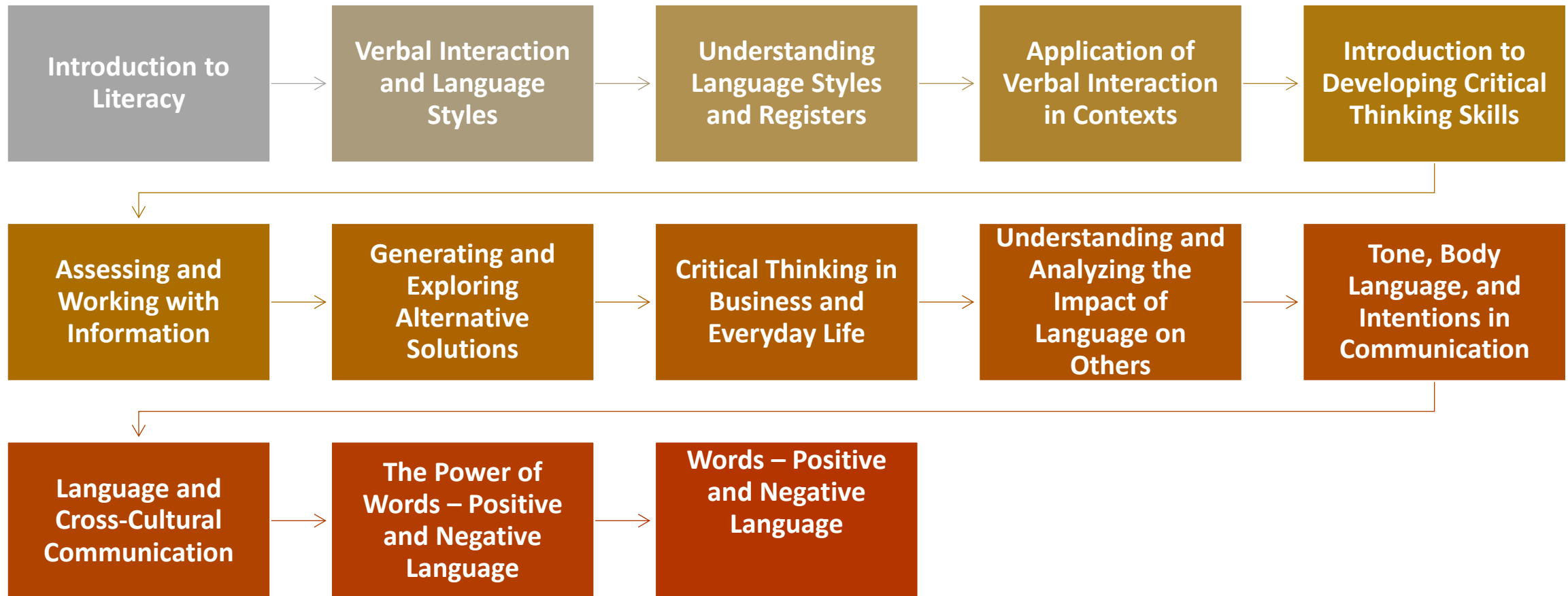
✓ **In terms of skills:**

Develop and apply strategies for using language responsibly and ethically in various contexts, with a focus on improving communication effectiveness and emotional intelligence.

✓ **In terms of competences:**

Assess and refine personal communication practices to ensure they are positive, respectful, and socially responsible, especially in cross-cultural and conflict resolution situations.

Training Route Map (WHOLE COURSE)

EMSA

Introduction to Literacy	Verbal Interaction and Language Styles	Understanding Language Styles and Registers	Application of Verbal Interaction in Contexts	Introduction to Developing Critical Thinking Skills

Assessing and Working with Information	Generating and Exploring Alternative Solutions	Critical Thinking in Business and Everyday Life	Understanding and Analyzing the Impact of Language on Others	Tone, Body Language, and Intentions in Communication

|		
Language and Cross-Cultural Communication	The Power of Words – Positive and Negative Language	Words – Positive and Negative Language

Literacy Competence

It is the ability to effectively understand, interpret, and use written and spoken language in various contexts. This includes the capacity to read, write, listen, and speak with clarity and accuracy, allowing individuals to communicate, access information, and participate fully in social, academic, and professional life. It also involves critical thinking and the ability to analyze and evaluate the content and meaning of information, while adapting language use to different situations, audiences, and purposes.

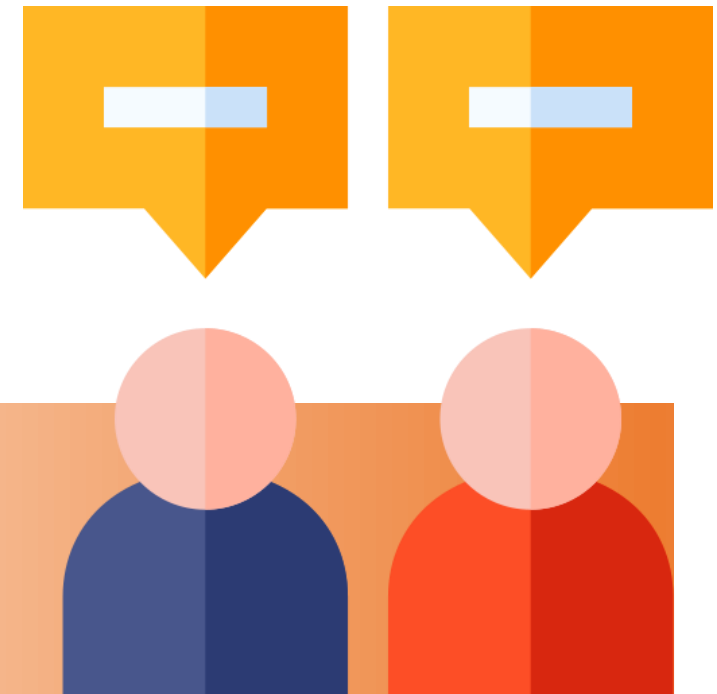What ERF competence is our training about?

Training Rules

Participation

give respect → get respect

COFFEE BREAK
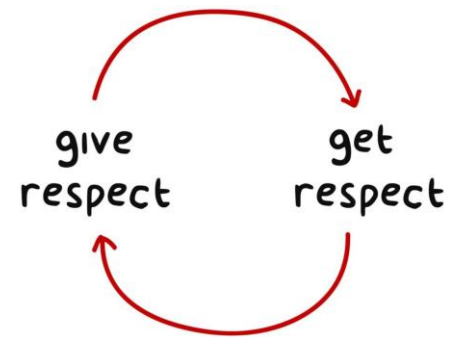
YOUR OPINION MATTERS

"Silly Superpowers"

Introductions

Let's get to know each other!

"The single biggest problem in communication is the illusion that it has taken place."
George Bernard Shaw

Introduction to Literacy

Literacy

- ## What is Literacy?

Literacy is the ability to read, write, and communicate effectively. It involves understanding and using language to express ideas, access information, and engage with others. Literacy is a fundamental skill that empowers individuals to participate fully in society, whether in education, work, or everyday interactions. It also includes the ability to think critically, interpret information, and solve problems. In today's world, literacy goes beyond basic reading and writing—it includes digital literacy, which is the ability to use technology and access online information. Developing strong literacy skills is essential for personal growth, career success, and active participation in the global community.
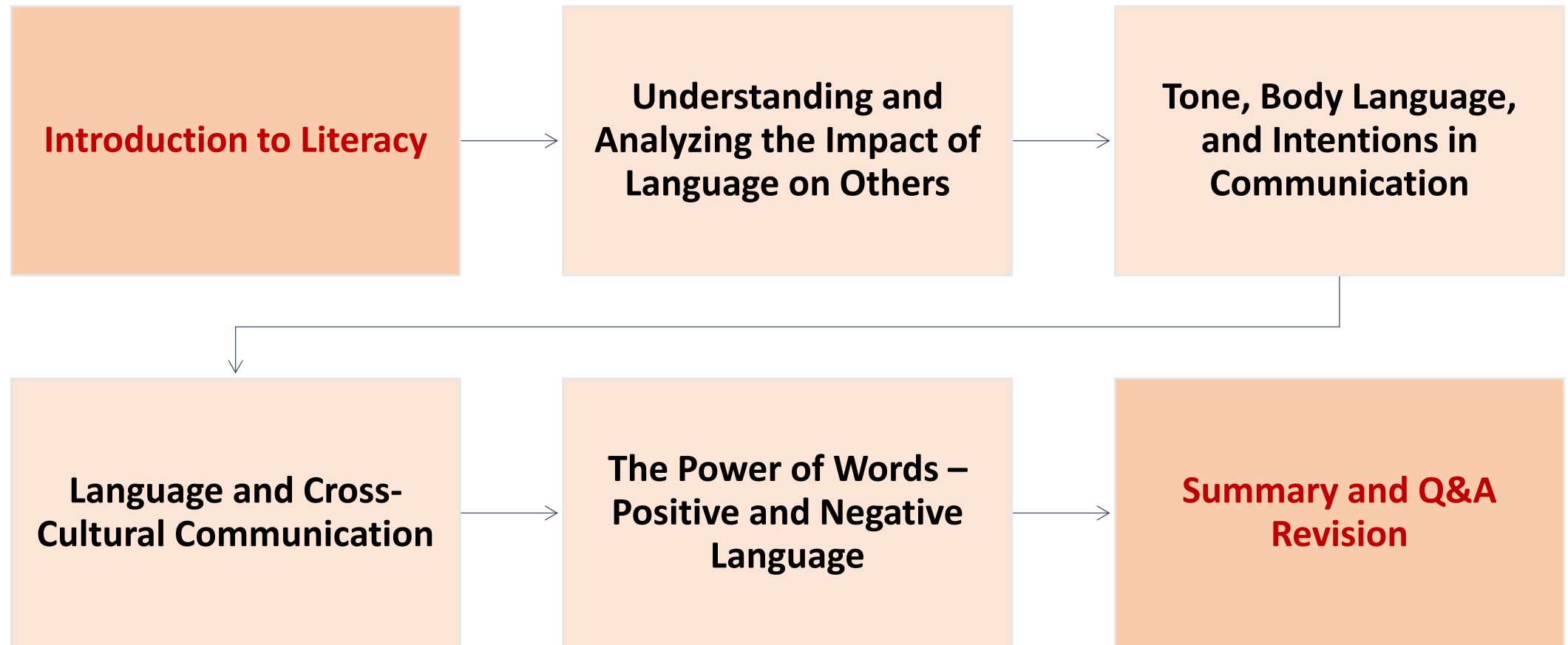
Literacy

- **Why is Literacy Important?**

➢ Empowers individuals to fully participate in society.

➢ Enhances career opportunities and personal development.

➢ Improves communication skills and critical thinking.

➢ Supports lifelong learning and adaptation in a fast-changing world.

Training Route Map

Introduction to Literacy → **Understanding and Analyzing the Impact of Language on Others** → **Tone, Body Language, and Intentions in Communication**

Language and Cross-Cultural Communication → **The Power of Words – Positive and Negative Language** → **Summary and Q&A Revision**

Topic 1. Understanding and Analyzing the Impact of Language on Others

*Subtopic 1 Definition of Socially Responsible Communication*
Subtopic 2 Importance of Language in Social Contexts
Subtopic 3 Impact of Language and Social Responsibility

EMSA

Understanding and Analyzing the Impact of Language on Others

Why This Matters

Language is a powerful tool that shapes our interactions, influences perceptions, and has the potential to build or break connections. Understanding how words, tone, and body language affect others is essential in fostering clear, respectful, and effective communication. This topic explores how our choice of language can impact relationships, workplace dynamics, and even conflict resolution. By analyzing these effects, participants will gain insights into how to communicate with greater empathy and cultural awareness, ultimately fostering more positive, inclusive interactions in both personal and professional settings.
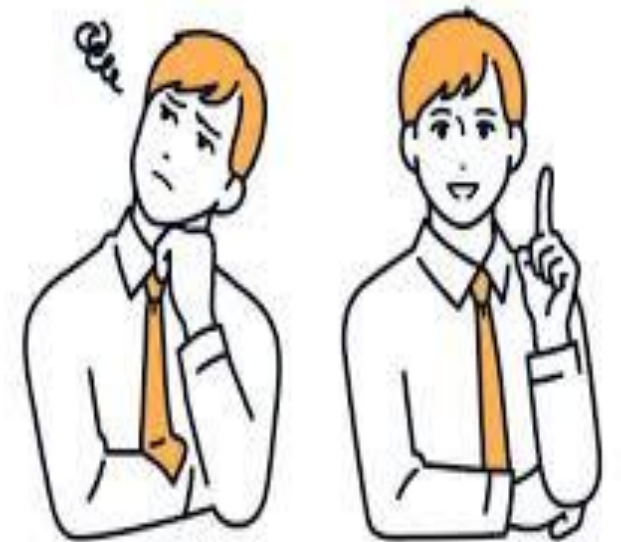
Understanding and Analyzing the Impact of Language on Others

The Power of Words

❑ Words Shape Perceptions

The words we choose convey not only information but also emotions and attitudes. For instance, using positive, respectful language can create a sense of trust and openness, while negative or harsh words can lead to misunderstandings or conflicts. Even slight changes in wording, such as saying "challenge" instead of "problem," can significantly affect how others respond to our message.

Understanding and Analyzing the Impact of Language on Others

The Power of Words

❑ **Subtext and Nuance**

/'nuɑns/ - nu-ance

Nuance

learn2pronounce.com

(noun) a subtle difference in meaning or opinion or attitude

Tip: you can create your own flashcards by adding this video to favourite list
Support me by liking / leaving a comment if it helped you

© learn2pronounce.com

Sometimes, the meaning of what we say goes beyond the literal words. Subtext—what is implied rather than directly stated—can greatly impact how a message is perceived. For instance, saying, "I guess that's fine" might seem like agreement on the surface but could imply reluctance or dissatisfaction.

Understanding and Analyzing the Impact of Language on Others

Tone and Body Language

❑ **Tone of Voice**

Tone is crucial in delivering our message. For example, a warm, encouraging tone can convey support, while a cold or dismissive tone can create distance. Tone can also subtly suggest emotions such as excitement, frustration, or empathy, which can either strengthen or weaken the effectiveness of our communication.

Understanding and Analyzing the Impact of Language on Others

Tone and Body Language

❑ **Non-Verbal Cues:**

Body language and facial expressions add another layer to our message. Gestures, posture, and eye contact can reinforce or contradict what we're saying. For example, maintaining eye contact shows engagement, while crossed arms might indicate defensiveness. Understanding and using body language effectively can enhance communication and help avoid misunderstandings.
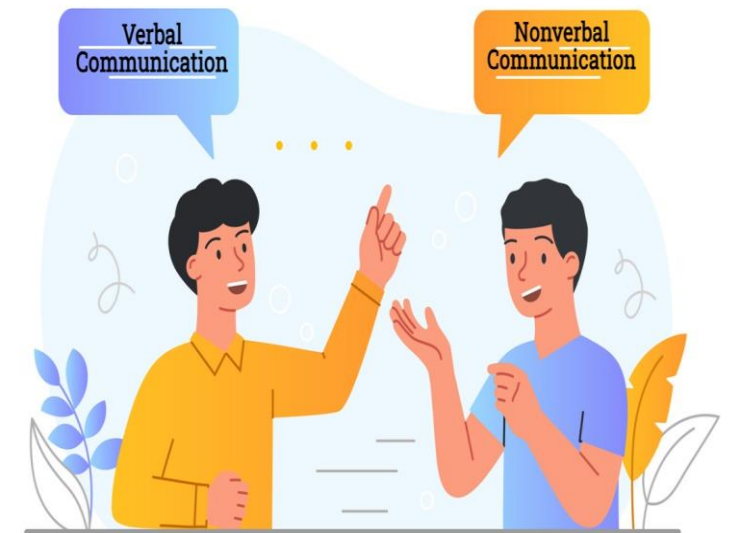
Understanding and Analyzing the Impact of Language on Others

Intentions and Context

❑ Clarifying Intentions

It's essential to be mindful of our intentions when communicating. Are we trying to inform, persuade, motivate, or empathize? Being clear about our purpose helps align our words and tone with our intended outcome, increasing the chances of positive engagement.

Understanding and Analyzing the Impact of Language on Others

Intentions and Context

❑ Considering Context

CONTEXT

The context in which we communicate also influences how our language is perceived. This includes the setting (formal or informal), the relationship between speakers, and the cultural background of the individuals involved. For example, certain humor or slang may be appreciated in a casual setting but could be seen as unprofessional in a formal business meeting.

Understanding and Analyzing the Impact of Language on Others

Cultural Sensitivity in Language Use

❑ **Language Differences Across Cultures**

Cultural norms influence communication styles. For instance, some cultures value direct communication, while others may see indirectness as more respectful. Understanding these nuances allows for more effective and respectful communication, especially in diverse or international settings.

Understanding and Analyzing the Impact of Language on Others

Cultural Sensitivity in Language Use

❑ **Avoiding Stereotypes and Bias**

Language can inadvertently carry biases or stereotypes, impacting how others feel and perceive the speaker's intentions. Using inclusive and neutral language fosters an environment of respect and equality, helping to avoid potential misunderstandings or offense.

Understanding and Analyzing the Impact of Language on Others

Real-World Applications of Responsible Language Use

❑ **Conflict Resolution**

In tense situations, responsible language use can de-escalate conflicts and promote understanding. Choosing calm, neutral words, and maintaining open body language can help to create a safe space for constructive discussion.

Understanding and Analyzing the Impact of Language on Others

Real-World Applications of Responsible Language Use

❏ **Building Professional Relationships**

In a workplace, being mindful of language and tone builds trust, fosters collaboration, and improves team morale. Positive, encouraging language strengthens bonds and motivates team members, while respectful and constructive feedback can improve performance.

Understanding and Analyzing the Impact of Language on Others

Real-World Applications of Responsible Language Use

❑ **Personal Growth and Social Responsibility**

Developing an awareness of the impact of language also contributes to personal growth. By refining our communication practices, we become more socially responsible individuals who promote inclusivity and empathy in our interactions.

"Lost in Translation"

Understanding and Analyzing the Impact of Language on Others

➢**Encouraging Inclusivity and Empathy**
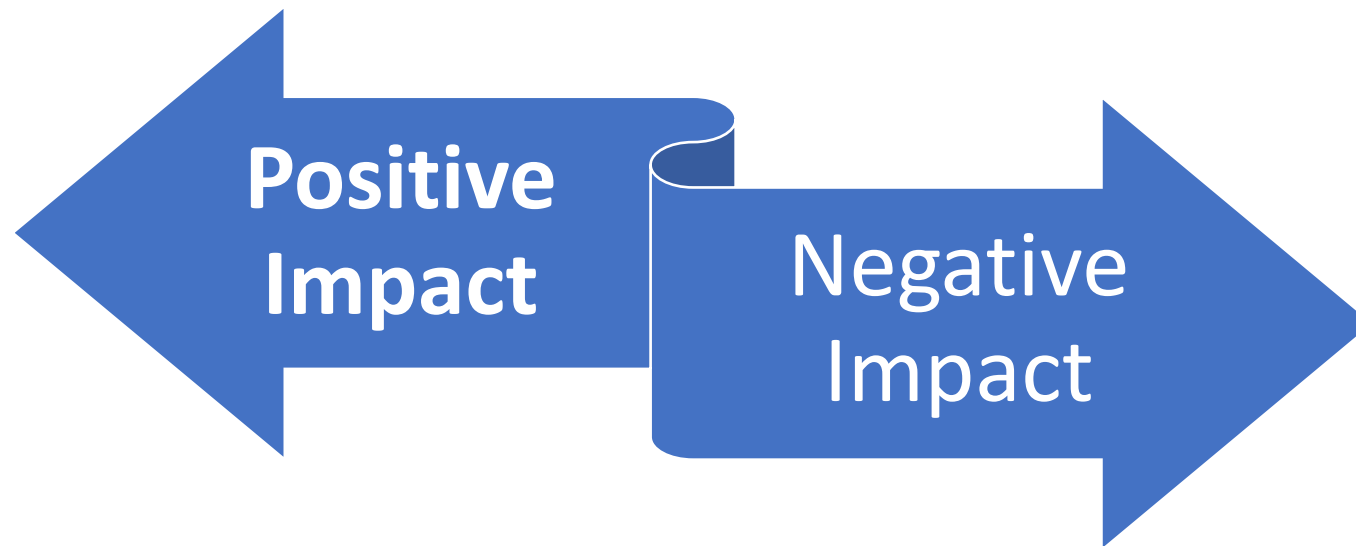
Inclusive Language
- **Reflects respect for diversity (gender, culture, background)**

Avoiding Stereotypes
- **Challenges biases and promotes acceptance**

Creates Safe Spaces
- **People feel valued and respected**
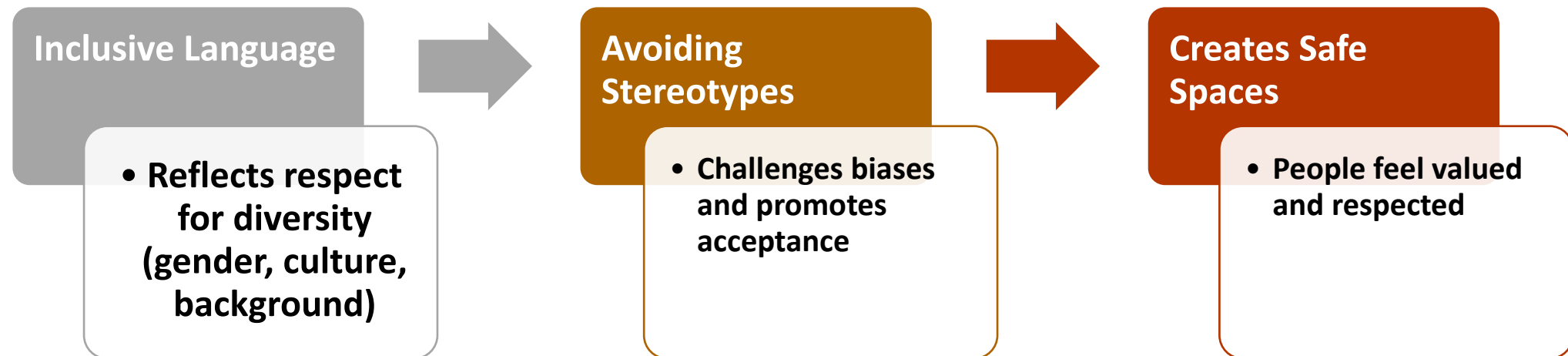
Understanding and Analyzing the Impact of Language on Others

➤ **Responsible Communication in Public Spaces**

Inclusive Language — Reflects respect for diversity (gender, culture, background)

Avoiding Stereotypes — Avoid misinformation, maintain civility

Creates Safe Spaces — Responsible language promotes constructive dialogue, discourages conflict.
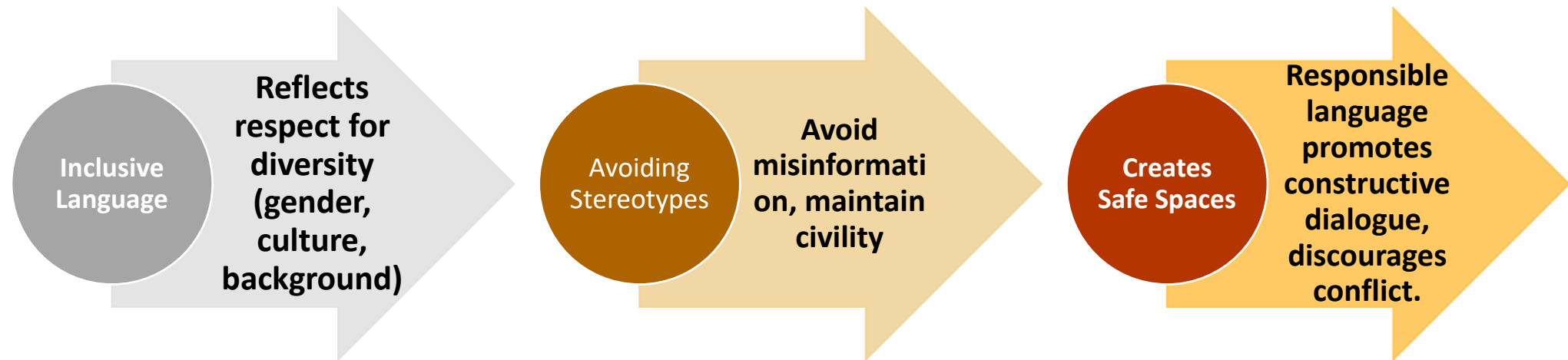
Understanding and Analyzing the Impact of Language on Others

➤ Language in Conflict Resolution

De-escalates Conflicts

Neutral, non-blaming language aids in resolution.

Safe Space for Dialogue

Encourages empathy and mutual understanding.

Focus on Solutions

Responsible language promotes constructive dialogue, discourages conflict.

Conflict Resolution Examples

Task Prioritization

Miscommunication

Unmet Expectations

HubSpot
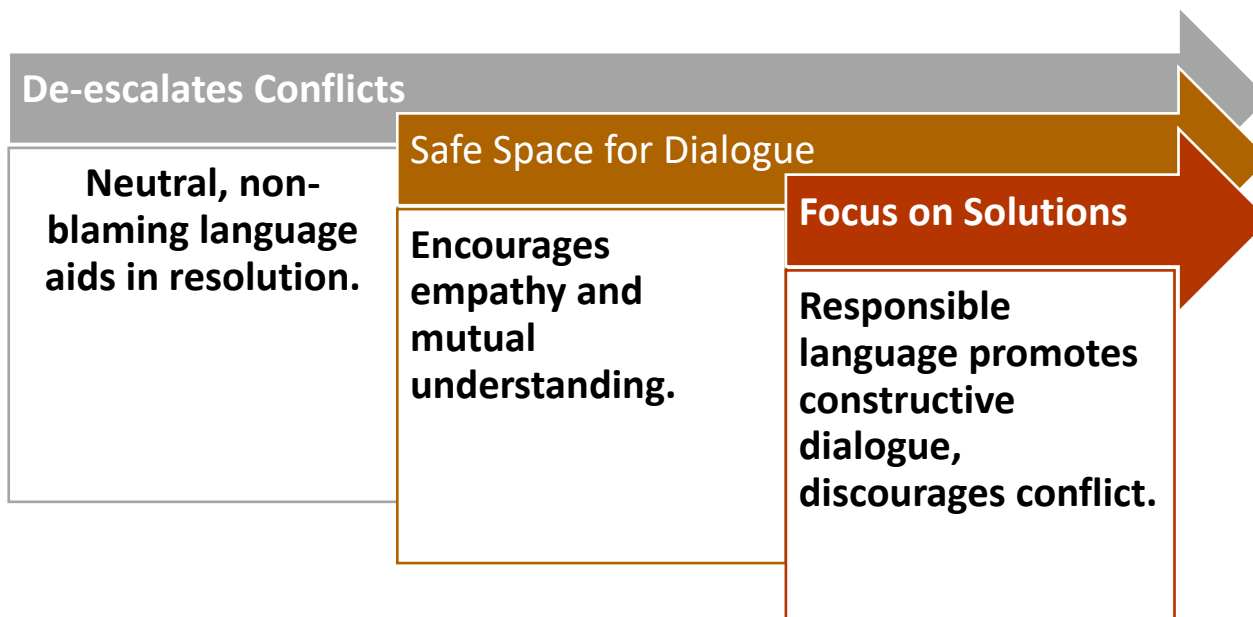
Understanding and Analyzing the Impact of Language on Others

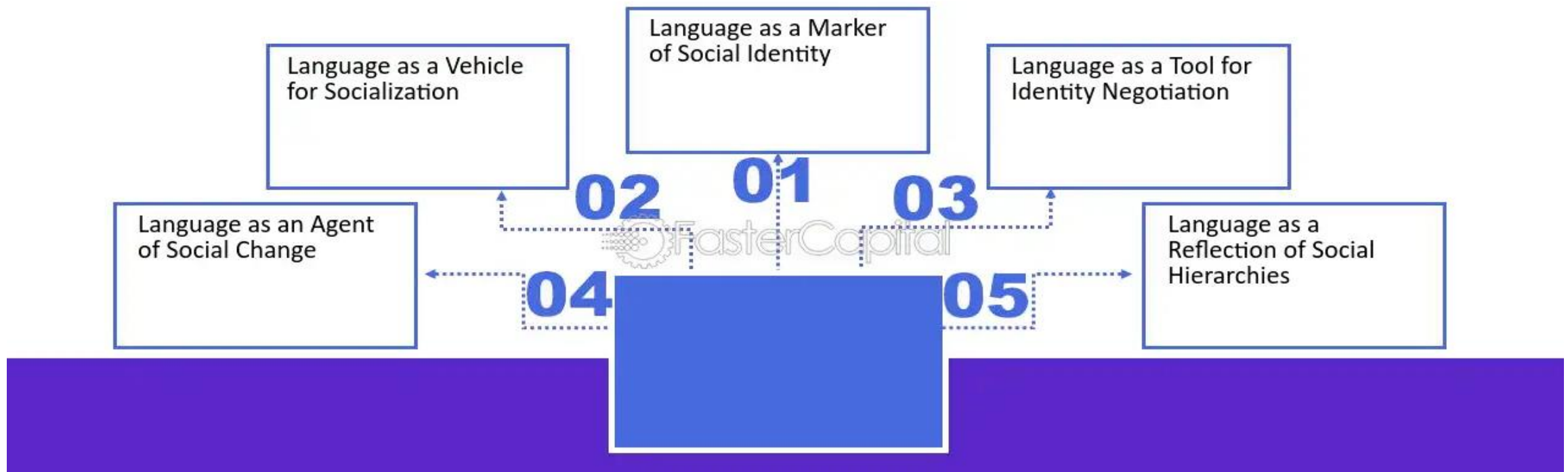➤ **Building Trust and Accountability**

- **Integrity and Respect:** Honest language builds trust in

  relationships.

- **Transparent Communication:** Supports accountability and

  reliability.

- **Follow-Through:** Language reflects actions; reinforces

  commitments.

Trust based on Accountability..

Understanding and Analyzing the Impact of Language on Others

The Role of Language in Shaping Social Identity

Language as a Marker of Social Identity

Language as a Vehicle for Socialization

Language as a Tool for Identity Negotiation

02   **01**   **03**

Language as an Agent of Social Change

Language as a Reflection of Social Hierarchies

04   **05**

FasterCapital

"The words we choose can uplift or break, unite or divide. Choose with care."

Topic 2. Assessing and Working with Information

Subtopic 1 Understanding the Role of Tone and Body Language
Subtopic 2 Analyzing the Impact of Tone and Body Language on Audience Perception

Tone, Body Language, and Intentions in Communication

Tone of Voice:

The tone conveys the speaker's attitude and emotions, affecting how the message is received.

Examples of tones include enthusiastic, sarcastic, supportive, or indifferent.

Tone can either reinforce the words spoken or contradict them (e.g., saying "I'm fine" in a frustrated tone).

Tone, Body Language, and Intentions in Communication

Body Language:

Non-verbal cues like posture, gestures, and facial expressions add context to spoken words.

Open body language (e.g., uncrossed arms, direct eye contact) suggests openness and confidence.

Closed body language (e.g., crossed arms, avoiding eye contact) may imply defensiveness or disinterest.


IT'S WHAT YOU DON'T SAY THAT COUNTS!

hiding something, but what?
lying?
hostile attitude?
insecure?
interested?
thinks you're stupid?
aggressive?
defensive?
not open to communicating?
menacing?
closed mind?
impatient to leave?

Tone, Body Language, and Intentions in Communication

Importance in Communication:

Tone and body language often communicate more than words alone.

Misalignment between words and non-verbal cues can lead to misunderstandings.

Mastering tone and body language fosters clear, respectful, and impactful communication.

Communication

Words you say 7%

Tone of Voice 38%
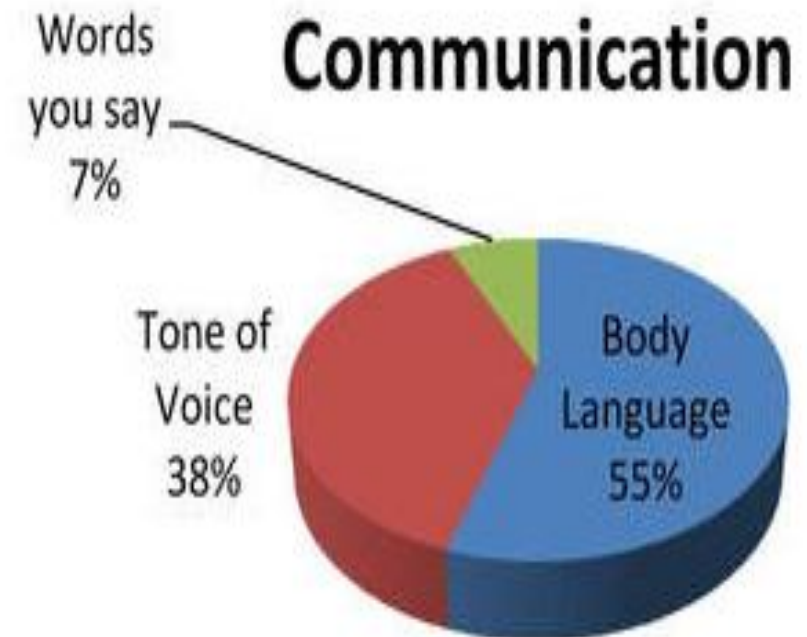
Body Language 55%

"The Power of Tone and Body Language"

Tone, Body Language, and Intentions in Communication

Analyzing the Impact of Tone and Body Language on Audience Perception

Perception of Respect and Professionalism:
- A respectful tone and open body language increase trust and likability.
- Disrespectful or aggressive tones can lead to defensiveness and hinder effective communication.

Building or Breaking Connections:
- Positive non-verbal cues make the audience feel heard and valued, strengthening connections.
- Negative cues, like a condescending tone or closed body language, can damage relationships and create barriers.

Tone, Body Language, and Intentions in Communication

Analyzing the Impact of Tone and Body Language on Audience Perception

Encouraging Engagement and Openness:

- A warm, encouraging tone and welcoming body language foster open dialogue and collaboration.
- Tone and body language that align with a message help ensure the audience interprets it as intended, avoiding misunderstandings.

"Mastering Respectful Communication"

Topic 3. Language and Cross-Cultural Communication

Subtopic 1 How Cultural Differences Impact Language and Communication
Subtopic 2 Identifying Cultural Nuances in Communication Across Cultures.

"The single biggest problem in communication is the illusion that it has taken place"
George Bernard Shaw

How Cultural Differences Impact Language and Communication

EMSA

Direct Communication

Indirect Communication

Direct cultures (e.g., the United States, Germany) value straightforwardness and clarity, where people say exactly what they mean.

Indirect cultures (e.g., Japan, India) may use subtle hints or imply meaning, as directness can be perceived as rude or overly blunt.

How Cultural Differences Impact Language and Communication

High-context cultures

Low-context cultures

(**e.g., China, Saudi Arabia**) rely heavily on shared experiences, relationships, and implicit understanding. Much of the communication relies on non-verbal cues, tone, and situational context.

(**e.g., Canada, the UK**) depend on explicit verbal information, where the message is contained within the words themselves. These differences impact how much background information is provided and can lead to confusion if cultural norms are not recognized.

How Cultural Differences Impact Language and Communication

Formality and Respect

Some cultures place a strong emphasis on formality in language, using titles, honorifics, and respectful language to show hierarchy (e.g., Korea, Mexico). Others may lean toward informality, treating colleagues and superiors in a more casual manner (e.g., Australia, the Netherlands).Not understanding these expectations can lead to perceived disrespect or offense in multicultural interactions, so adjusting language according to cultural expectations is key.

How Cultural Differences Impact Language and Communication

Non-Verbal Communication

Gestures, eye contact, and personal space are also culturally specific. For example, in the Middle East, prolonged eye contact is a sign of sincerity, while in some Asian cultures, it can be seen as confrontational.

Body language nuances play a critical role, as non-verbal cues can unintentionally offend or signal unintended meanings across cultures.

Identifying Cultural Nuances in Communication Across Cultures.
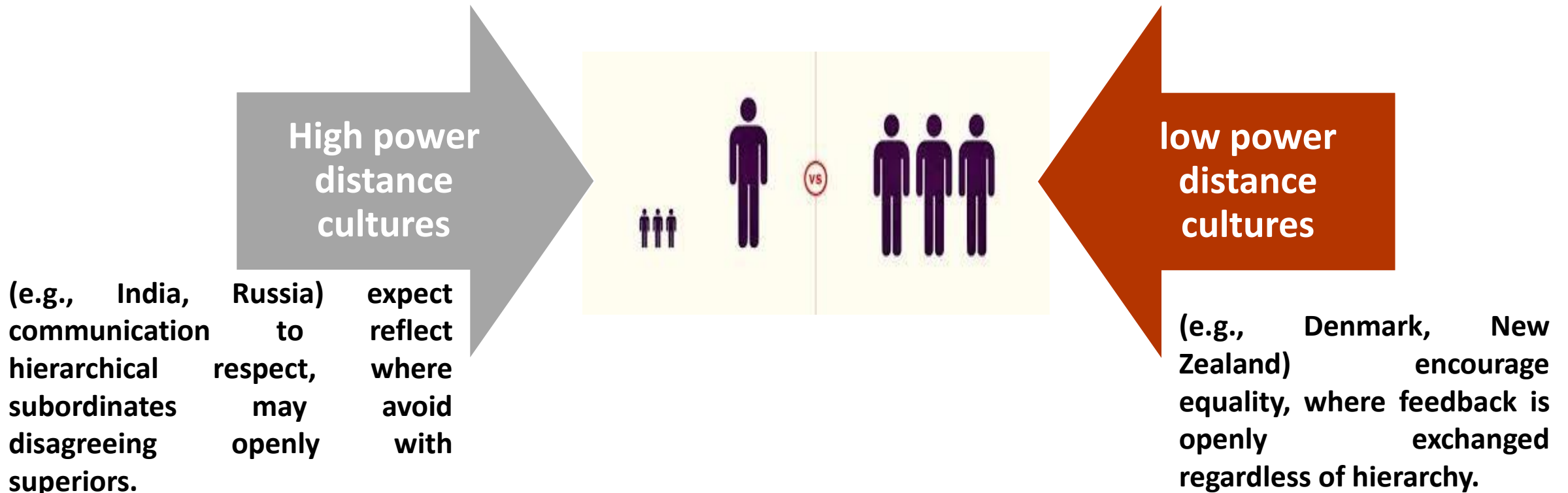
Language Nuances and Expressions

Phrases and idioms often carry specific meanings that can be confusing to non-native speakers. For instance, English expressions like "break a leg" might be taken literally in other cultures, so it's essential to clarify or avoid culturally specific expressions when speaking with an international audience.

감사합니다 Natick
Grazie Danke Ευχαριστίες Dalu
Thank You Köszönöm Obrigado
Tack
Спасибо Dank Gracias
谢谢 Merci Seé
ありがとう

Politeness markers also vary: some cultures use extra formal language for politeness (e.g., Japanese), while others may rely on tone or gestures to convey the same meaning.

# Identifying Cultural Nuances in Communication Across Cultures.

Understanding Hierarchy and Power Distance

High power distance cultures

low power distance cultures

(e.g., India, Russia) expect communication to reflect hierarchical respect, where subordinates may avoid disagreeing openly with superiors.

(e.g., Denmark, New Zealand) encourage equality, where feedback is openly exchanged regardless of hierarchy.

Identifying Cultural Nuances in Communication Across Cultures.

Time Orientation: Monochronic vs. Polychronic Cultures

Monochronic cultures (e.g., Germany, the United States) value punctuality and time management, seeing time as a linear resource.
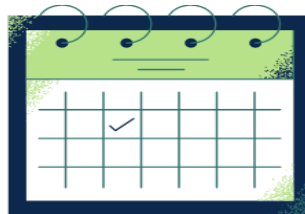
Polychronic cultures:

Polychronic cultures (e.g., Latin America, the Middle East) are more flexible with time and may prioritize relationships over strict scheduling.

Monochronic cultures:

This difference can lead to misunderstandings if, for example, someone from a monochronic culture perceives lateness as disrespectful, while a polychronic counterpart sees it as unimportant.

Identifying Cultural Nuances in Communication Across Cultures.

Approaches to Conflict and Disagreement
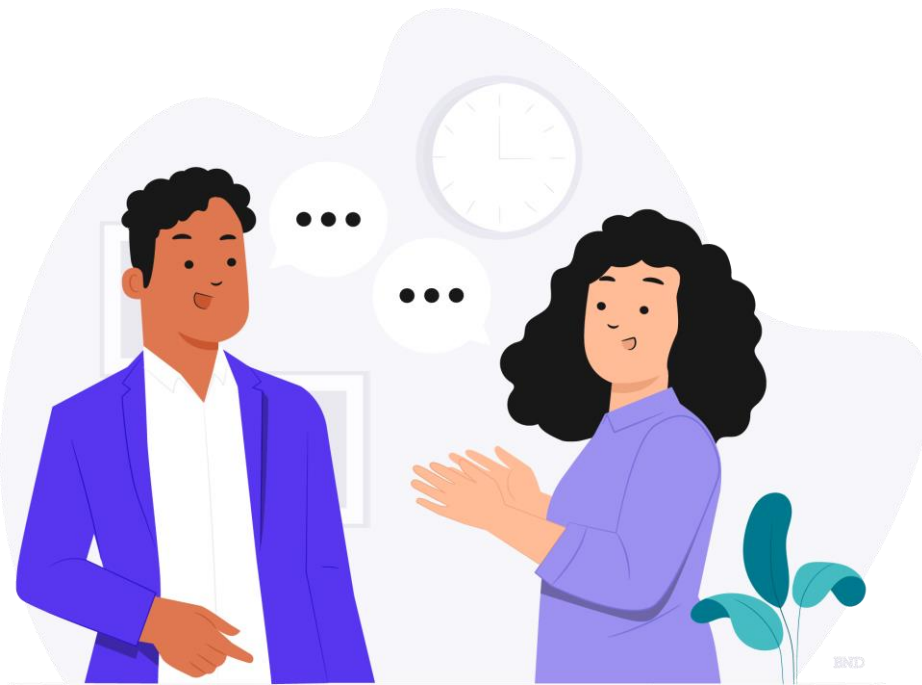
Some cultures (e.g., Nordic countries) view open disagreement as healthy, while others (e.g., East Asian cultures) avoid conflict to maintain harmony, often opting for indirect communication or private discussions.

Understanding these preferences allows communicators to navigate conflicts with cultural sensitivity, choosing an approach that respects the values of all parties involved.

Let's Watch

"Culture is the widening of the mind and of the spirit."
Jawaharlal Nehru

Topic 4. The Power of Words – Positive and Negative Language

Subtopic 1 Understanding the Emotional and Social Impact of Positive and Negative Language
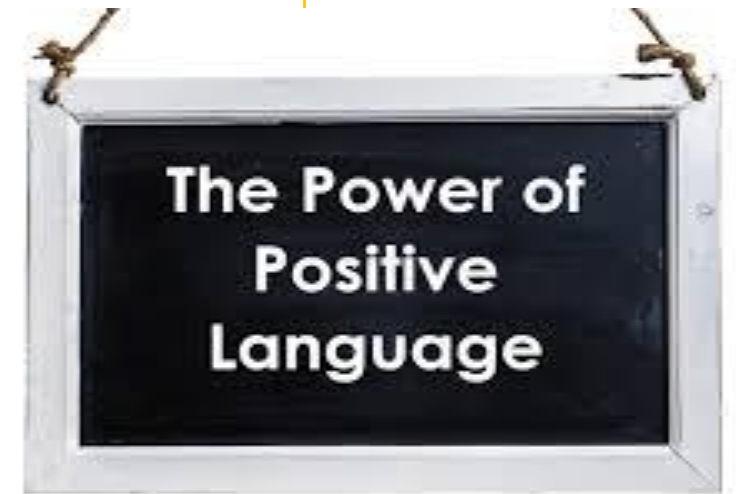*Subtopic 2 Using Positive and Negative Language and Reflect on the Outcomes*

Understanding the Emotional and Social Impact of Positive and Negative Language

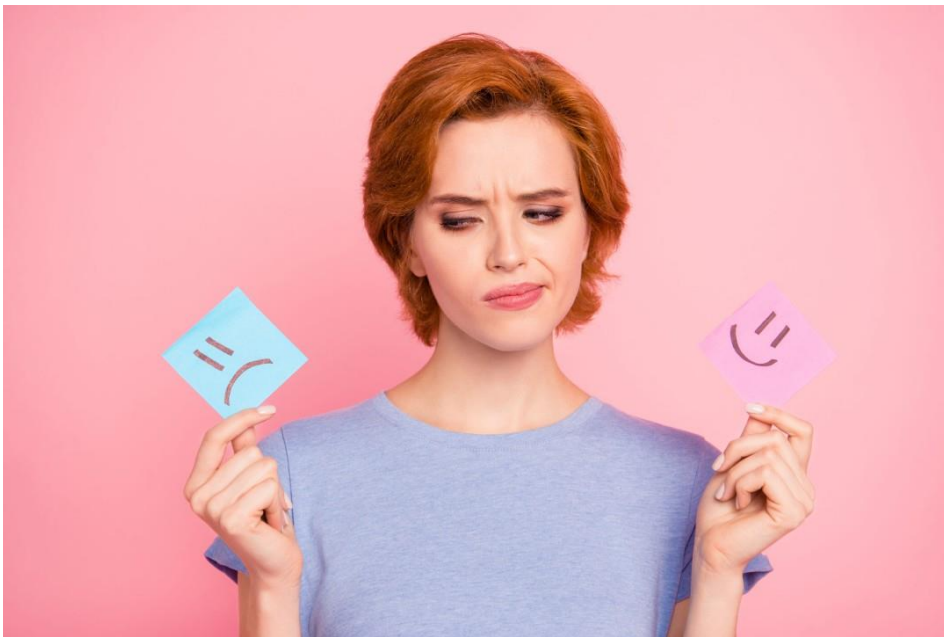**The Power of Positive Language**

Builds Trust and Encouragement

Enhances Team Morale

Strengthens Relationships

The Power of Positive Language

Understanding the Emotional and Social Impact of Positive and Negative Language

The Effects of Negative Language

1 • Creates Tension and Distrust

2 • Damages Self-Esteem and Morale

3 • Increases Misunderstandings and Conflicts

Understanding the Emotional and Social Impact of Positive and Negative Language

Social Responsibility in Language Use

Impact on Inclusivity: Using positive, respectful language helps build an inclusive environment, making people feel safe and accepted. This is particularly important in multicultural and diverse settings.

Role in Conflict Prevention: Thoughtful language choices can prevent potential conflicts and promote healthy discussions. Instead of fueling disagreements, positive language can steer conversations toward solutions.

# Positive vs. Negative Language Reflection

Revision-Summary and Q&A

- ✓ Language shapes perception: Words, tone, and body language all impact how messages are received Land influence interpersonal relationships.

- ✓ Positive language builds trust: Constructive and supportive language fosters openness, trust, and collaboration.

- ✓ Negative language creates barriers: Critical or dismissive language can harm relationships, lower morale, and lead to misunderstandings.

- ✓ Tone and body language matter: Tone conveys emotion, while body language supports or contradicts spoken words, both influencing message interpretation.

- ✓ Cultural communication styles vary: Direct cultures are straightforward, while indirect cultures communicate subtly, impacting message clarity.

- ✓ Context is key: High-context cultures rely on shared understanding, while low-context cultures communicate explicitly, affecting information detail.

- ✓ Formality and respect differ by culture: Some cultures value formal language to show respect, while others use casual language in professional and personal interactions.

- ✓ Social responsibility in language: Thoughtful language use is essential, especially in public discourse, to avoid misunderstandings and maintain respect.

- ✓ Inclusivity through language: Using inclusive, respectful language supports a welcoming environment, especially in diverse or multicultural settings.

- ✓ Positive feedback encourages improvement: Constructive feedback phrased positively promotes growth and builds confidence.

- ✓ Negative feedback without solutions harms morale: Focusing solely on criticism without support can create defensiveness and reduce productivity.

Do you have any questions?
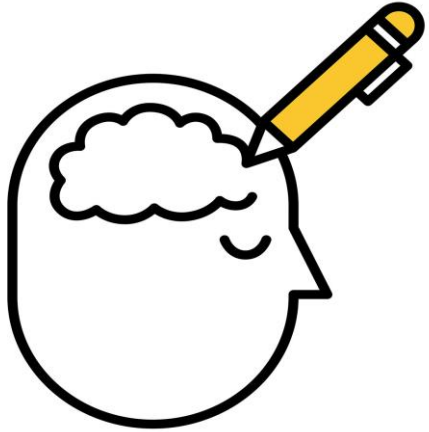
What will you keep from
today's training?

Training
Evaluation

List of References

- **Books**:

1. Glaser, E. M. (2021). *Critical Thinking in Business: Tools for Decision Making*. Business Expert Press.

2. Kahneman, D. (2013). *Thinking, Fast and Slow*. Farrar, Straus and Giroux.

3. Ting-Toomey, S., & Chung, L. C. (2023). *Understanding Intercultural Communication*. Oxford University Press.

4. Tannen, D. (2021). *You Just Don't Understand: Women and Men in Conversation*. Harper Paperbacks.

- **Reports**:

1. World Economic Forum. (2023). *The Future of Jobs Report*. Retrieved from https://www.weforum.org/reports.

2. OECD. (2022). *Skills Outlook 2022: Lifelong Learning for All*. Retrieved from https://www.oecd.org.

3. McKinsey & Company. (2023). *The State of Organizations 2023: Redefining Work and the Workplace*. Retrieved from https://www.mckinsey.com.

List of References

- **Articles**:

1. Spencer-Oatey, H. (2023). *What is Culture? A Compilation of Quotations*. GlobalPAD Core Concepts. Retrieved from https://www2.warwick.ac.uk.

2. Meyer, E. (2023). *Navigating the Cultural Minefield*. Harvard Business Review. Retrieved from https://hbr.org.

3. Edmondson, A. C., & Lei, Z. (2022). *Psychological Safety: The Key to Effective Team Communication*. Journal of Organizational Behavior, 43(2), 293-308. Retrieved from https://onlinelibrary.wiley.com.

List of Suggested Resources for Self-Directed Learning

•**Websites and Platforms**:

1.MindTools – Resources on Interpersonal Skills and Effective Communication

https://www.mindtools.com

2.Harvard Business Review – Articles on Cross-Cultural Communication and Teamwork

https://hbr.org

3.OpenLearn (by The Open University) – Courses on Understanding Language and Culture

https://www.open.edu/openlearn

4.edX – Cultural Awareness and Interpersonal Communication

https://www.edx.org

5.FutureLearn – Communication and Cultural Awareness in Business

https://www.futurelearn.com

6.Coursera – Intercultural Communication Specialization

https://www.coursera.org

7.Khan Academy – Soft Skills and Workplace Communication

https://www.khanacademy.org

List of Suggested Resources for Self-Directed Learning

Podcasts:

1."The Culture Gap Podcast" – Discussions on Global Communication and Cultural Sensitivity

2."WorkLife with Adam Grant" – Insights into Team Dynamics and Effective Communication

3."Hidden Brain" – Episodes on Language and Cultural Perception

4."The Art of Charm" – Tips on Effective Communication and Social Dynamics

Thank you!