

Talking Points: A Way to Achieve Higher Levels.

CLEAR MISSION – CLEAR VISION – NATIVE SPEAKER INTERACTION –
VIRTUAL IMMERSION – MOTIVATION

ILR

Speaking 4 (Advanced Professional Proficiency)

Able to use the language fluently and accurately on all levels normally pertinent to professional needs. The individual's language usage and ability to function are fully successful.

Organizes discourse well, using appropriate rhetorical speech devices, native cultural references and understanding.

Language ability only rarely hinders him/her in performing any task requiring language; yet, the individual would seldom be perceived as a native.

Speaks effortlessly and smoothly and is able to use the language with a high degree of effectiveness, reliability and precision for all representational purposes within the range of personal and professional experience and scope of responsibilities.

Can serve as an informal interpreter in a range of unpredictable circumstances.

Can perform extensive, sophisticated language tasks, encompassing most matters of interest to well-educated native speakers, including tasks which do not bear directly on a professional specialty.

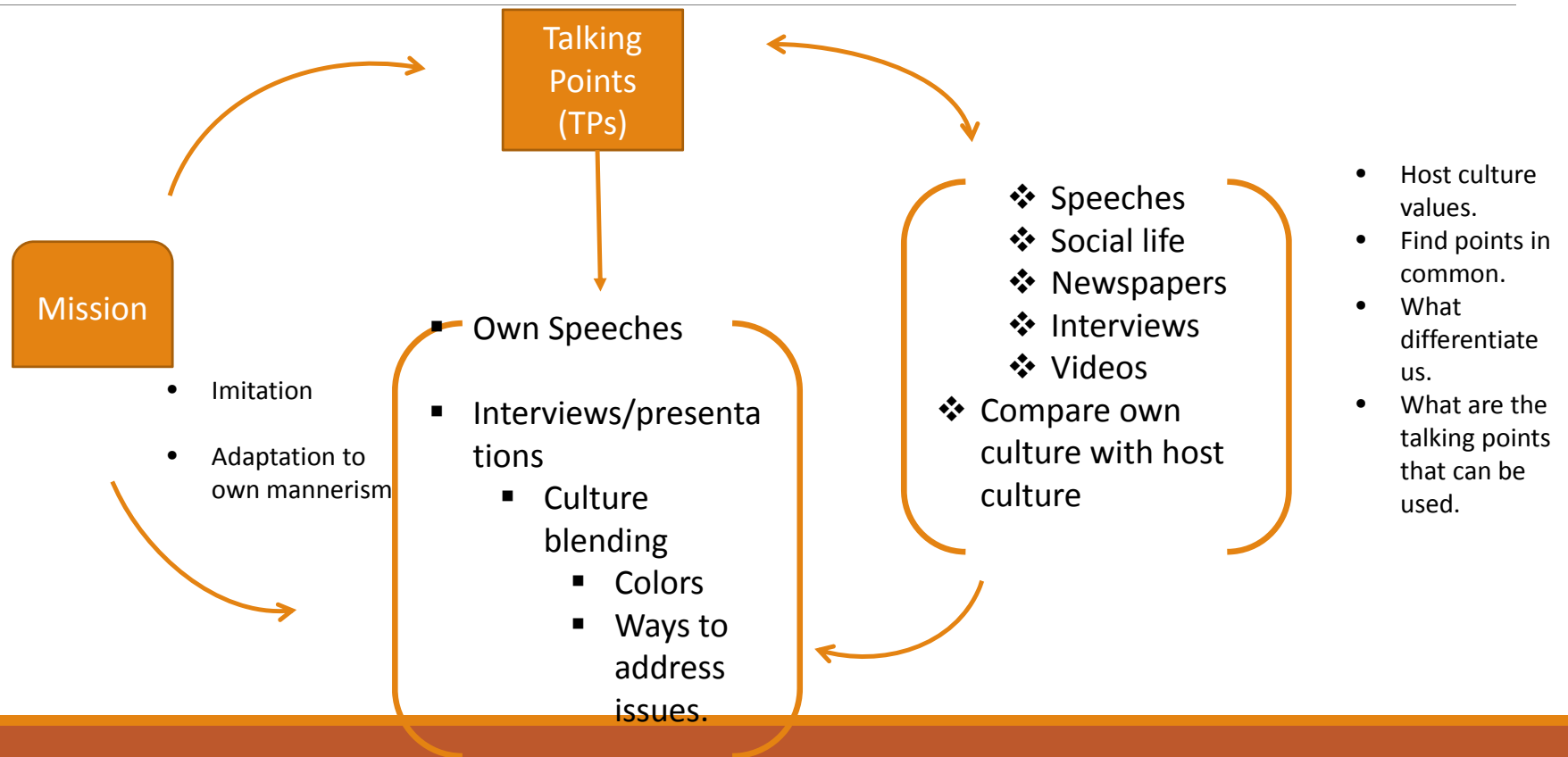
Learners Personal Characteristics

This session is just a sharing of my experience. Three different subjects: two from the corporate world and one from the government.

The characteristics that the subjects share are:

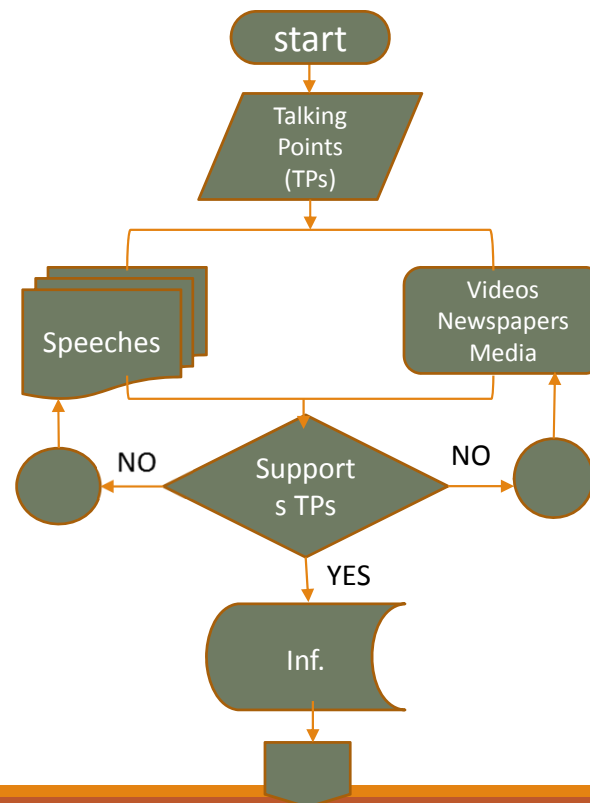
- ❖ They are high achievers on their own fields.
- ❖ Their mission was very specific, very well framed, and they own that mission.
- ❖ They are very disciplined.

Graphic procedure



Process flowchart

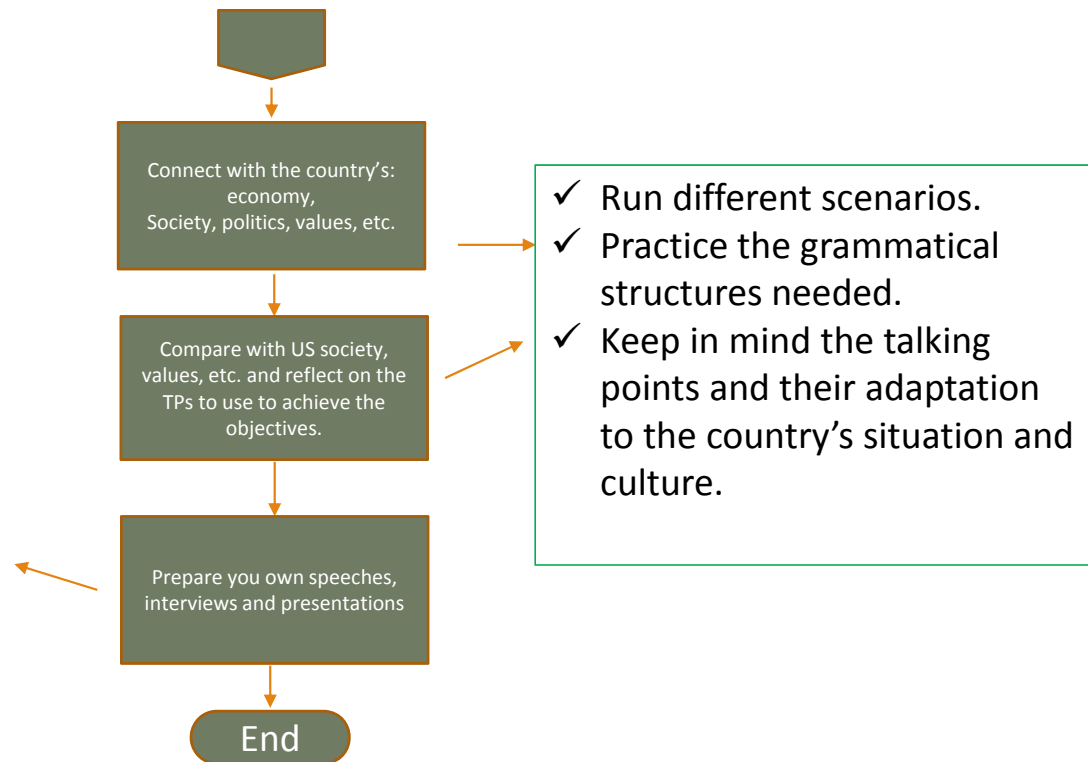
Reading, Discussion,
Alignment with the
talking points =
motivation



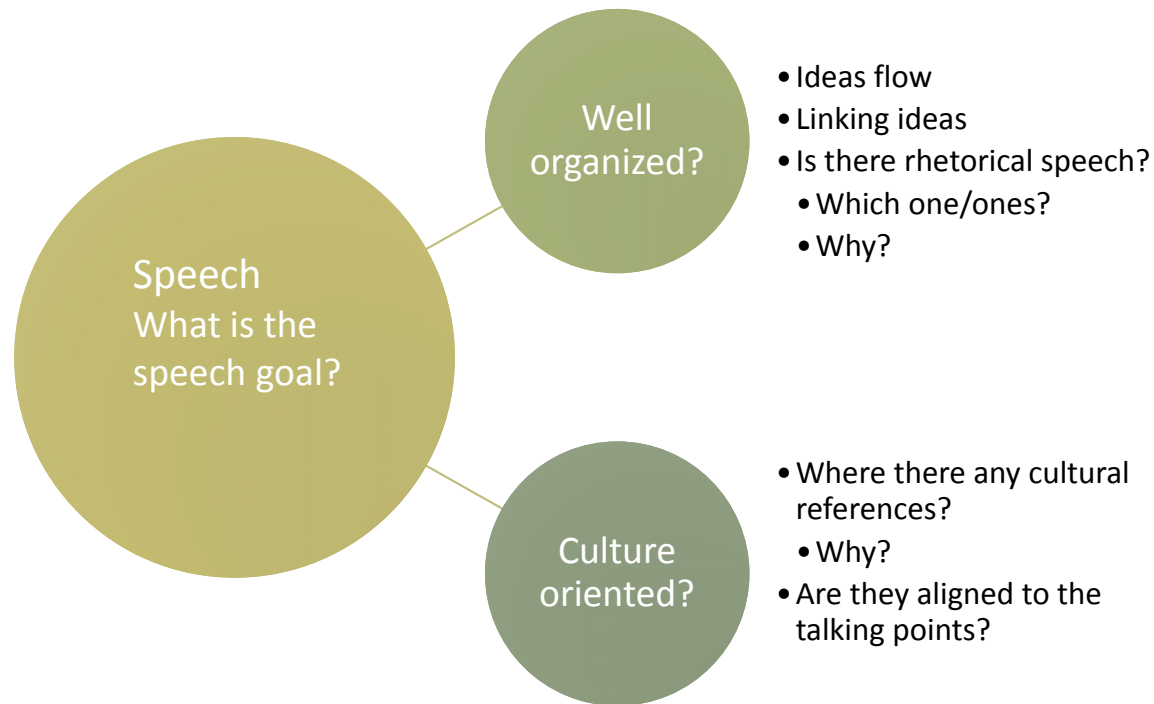
- Debate them, talk about the difference in the behavior among different people and circumstances.
- Observe the dressing codes.
- Observe mannerisms, politeness, etc.

Process flowchart

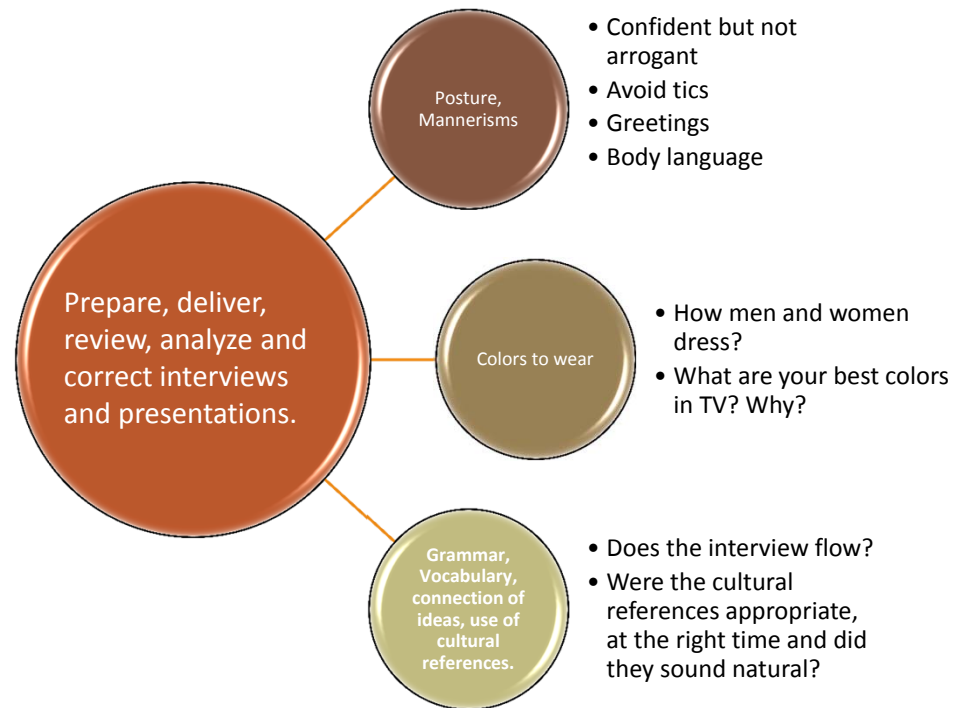
- ✓ Metacognition exercise:
- ✓ Be critical when review your work: are you using rhetorical figures? Why? Are they appropriate?
- ✓ Are you using cultural references? How? Why?
- ✓ Which talking points are you using? Why?
- ✓ Are you achieving your objectives?



Self assessment - Own Speeches



Self Assessment – Preparation TV interviews.



Video (interviews and presentations) and speech Discussion

Nuances

- Noticed them and discussed why the speaker is using them.
- How people responded?

Historical moment

- What was the actual purpose of the speech/interview/etc.?
- What were the country's conditions? What was US position?
- What talking points would you have used if you were facing that moment?
- How would you have addressed the situation?

Today's context

- Is there any similar situation now?
- What are the relevant talking points that may be useful for today's situation?
- If you were a citizen of that country, how would you react to your intervention?
- What is the current relationship between US and the other country?

Procedure

First meeting:

- Establish rapport.
- Let the learner explain you the task and his/her talking points, why they are relevant.
- How they are connected to the mission.
- As an instructor, be sure to understand. Be quiet and apply active listening.
- Take notes.
- Work as a team: you are the language expert matter and the learner is the task expert matter.
- Ask what is the purpose of taking language classes if they are already a 3 in the language.
- Discuss what is a 3+ → 4 ILR level and what is required to achieve that level.

Procedure

- ✓ Country history (mainly the last 50 years). Lowest and highest points in US-country relationship.
 - ✓ How were the economical, social, and political ambience in the country in those times
 - ✓ What was the feeling of the country in reference to US
 - ✓ What does US do or not to strength ties with the country
 - ✓ How does the country relate to his neighbors
 - ✓ What is the image of US in the region and how can that be used.
 - ✓ Compare US shared beliefs and values to the country and find middle ground.
- ✓ Determine the most important and influential people of the country (past and present)
 - ✓ Choose the ones to study based on their position, influence and find if their views can be used to advance the US mission in the present.*

*In the case of the private sector this was especially important because we were looking for the national pride to use it on adds and as a tool to approach high level executives.

Procedure – continuing

➤ In the case of the government officer:

Mission: Be able to keep and strength ties with the host country and at the same time implement new US policy.

➤ In the case of the private company executives:

Mission: Oversees the operations in a new country with high presence of the competition. Penetrate the market. Look for weaknesses in the competition.

Use the language to:

- ❖ Convince suppliers, distributors and the society that the ethics of the company was the best way to do business.
- ❖ Pair the values of the country and the company to show that the company was a great fit to offer the society the maximum added value.

Procedure – continuing

In both cases the skills needed were:

- Persuasion
- Negotiation
- Show cultural respect and knowledge publically and privately
- Listen and show respect for the country and its people
- Understand and use language nuances
- Reading beyond the lines

Government case – Conclusion

In conclusion, the officer was submersed in the language. He was able to use the language to persuade, negotiate, fit into the social, political and professional life of the host country. He applied his cultural knowledge of the country to forward the US policies and strength the two countries' ties. In the other case, the executive were able to gain terrain on the new market and be perceived as a fair competitor.