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THE ABC OF GOOD LANGUAGE COMMUNICATION

Every manager knows how important it is to communicate efficiently and correctly with employees. In day-to-day interactions, it is not only aesthetics and clarity of expression that are important, but also the **ethics** manifested in the language – it enables healthy team/company relationships to be created.

The correct use of language has to be understood more broadly than just being error-free, as it is about the speaker/writer's duty to be **honest** on the one hand and the recipient's right to feel **secure** on the other.

In the annual summaries and plans for the new year, it is also worth considering the issue of language communication. You may come to the conclusion that you should raise your language awareness a little, which the following tips will certainly help you to do.

Linguists have developed several good practices related to the ethics of speech, here they are:

1. Speak/write in such a way that the interlocutor feels accepted and safe, e.g. by softening the speech, even when communicating difficult content.
2. Treat the interlocutor/recipient subjectively rather than instrumentally.
3. Give the interlocutor/recipient the opportunity to make their own points/ask questions.
4. Speak/write in such a way as to make it easy for the interlocutor/recipient to understand, in other words take care of the linguistic form of expression – which is particularly important in the written language.
5. Listen to the interlocutor and read their messages with kindness, goodwill and try to understand their point of view.
6. Listen to the interlocutor or read messages from them carefully, not selectively.

Of course, it is also important to remember what to avoid. There is no place in ethical communication for disrespect, manipulation, imposing views or abruptly ending contact without any notice.

It is also worth remembering to tailor messages to the recipients – this is also a sign of respect. For example, terms belonging to narrow, specialised fields should not be used in conversation with a person unfamiliar with them. It is safest to stick to the principle of **simplicity of language style**, which is the opposite of intricacy, embellishment and pretentiousness (including the use of quasi-sophisticated and quasi-scientific vocabulary).

A good summary would be to recall the principles of 'polite contact' formulated by the American researcher Robin Lakoff: 'Talk to your [communication] partner or speak to them in a way that makes them feel comfortable, no matter what the content of the conversation or message is' and 'Formulate the text so that the recipient has a choice of attitude and behaviour'.



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