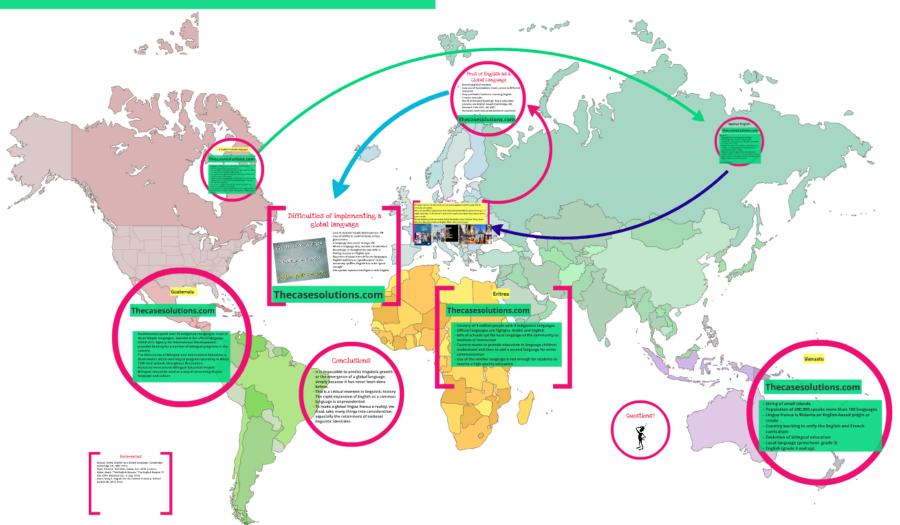
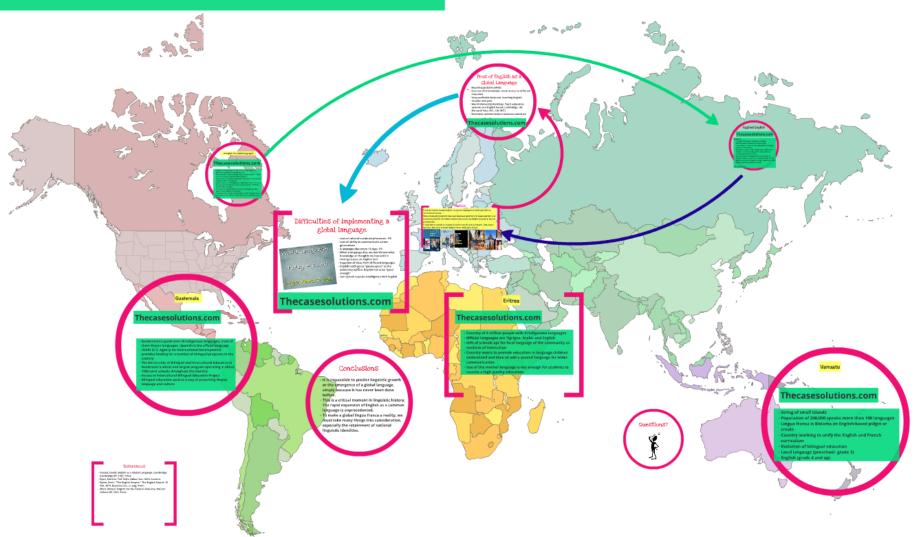
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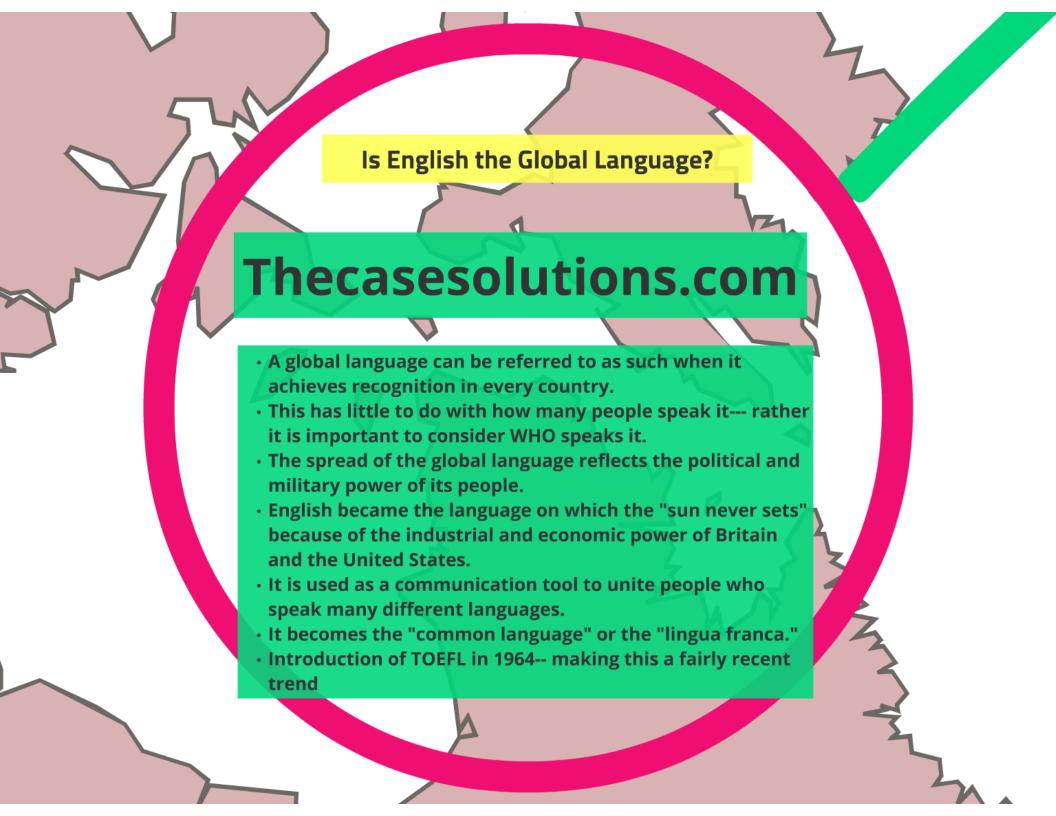


Speaking the Lingua Franca of Innovation

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Speaking the Lingua Franca of Innovation



### **Applied English**

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#### **Business:**

- The global business language is English.
- With Mandarin Chinese being the only competition, it seems more plausible for English to be the first choice.
- Mandarin is one of the world's most difficult to master, it is least computer-friendly and not entirely universal in China.
- Multinational companies find that adopting English makes it easier to recruit globally, reach global markets, integrate foreign acquisitions and address global production teams.
- The Economist

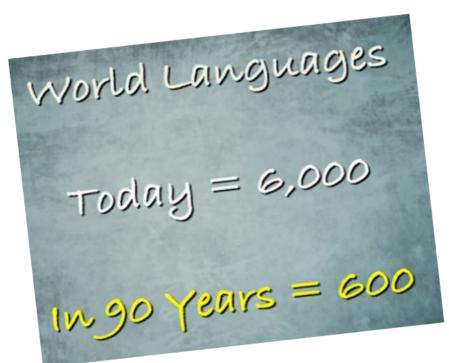
## Pros of English as a Global Language

- Reaching global markets
- Less use of translations- more access to different materials
- Very profitable business- teaching English
- Creates new jobs
- World University Rankings- Top 5 education systems are English based (Cambridge, UK; Harvard; Yale; UCL, UK; MIT)
- Increases communication between countries

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# Difficulties of implementing a global language



- · Loss of cultural vocabulary/nuances PR
- Loss of ability to communicate across generations
- A language dies every 14 days- PR
- When a language dies, we don't know what knowledge or thoughts we lose with it
- Having to pass an English test
- Rejection of ideas from different languages
- English teachers as "gatekeepers" to the university system. English has to be "good enough"
- Our system equates intelligence with English

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