

# SUCCESSFUL COMMUNICATION



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Stratography: The Art of  
Conceptualizing and  
Communicating Strategy

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Speakers compensate for breakdowns in  
communication using strategic competence  
the main goal of learning a foreign language  
is to be able to communicate



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- A systematic technique employed by a speaker to express his meaning when faced with some difficulty;(Corder, 1977)
- A mutual attempt of two interlocutors to agree on a meaning in situations where requisite meaning structures are not shared; (Tarone, 1980)
- Potentially conscious plans for solving what to an individual presents itself as a problem in reaching a particular communicative goal; (Faerch & Kasper, 1983a)
- Techniques of coping with difficulties in communicating in an imperfectly known second language.(Stern, 1983)



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**What is the purpose of using  
communication strategies?**



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Speakers compensate for breakdowns in communication using strategic competence  
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**Using Communication Strategies**

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Communication strategies help learners to:

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**Have a better discourse competence -  
perform successfully in Presentations or  
public speeches, during an interview - To  
interact and the negotiate ideas**



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- Besides, to learn the target language successfully, reduce fear, anxiety and nervousness when speaking, to acquire fluency-Intelligible communication and expression of ideas.  
Finally to TRAVEL.