

ECCI UNIVERSITY

**Advantages and disadvantages of (not) mastering the English language culture in
Iconshock business**

Thesis to obtain the degree as
Modern Languages professional

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Abstract

This research describes the disadvantages that represent not having a good command and the advantages of having a good command of English language in a graphic design company. We could identify language skills, communication tools and the most relevant cultural aspects necessary while doing business abroad; such as understanding changes of rules and standards use in other countries, the negotiation barriers using a second language and the best ways of communication worldwide as E-mail or video conferencing.

The most important advantage we found is that Iconshock gets more opportunities with foreign clients because their employees are able to communicate using a second language; this is a really important element in business so that each party feel comfortable and at the same time improving the relationship with the client. When the employees not only know how to speak a second language but also about its culture, it helps the company to stay competitive in new markets worldwide and increases its incomes.

On the other hand, a company that has business abroad but does not English language and culture control will get inconveniences understanding what the customer wants, in the case of Iconshock; the designs could not be perfects as per the customer request if the employee does not understand exactly what is required as the culture rules from other countries. These disadvantages may help the company to decrease the incomes and the good will with the competence and the market.

In conclusion, the use of a second language is essential for a company that works in the international field, as well as the use of good communication tools such as E-mail or video-conferencing to avoid extra costs. As speaking English language is a great advantage, the fact of not speaking it, is also a big disadvantage in business.

Table of contents

Chapter 1.	7
Introduction.....	7
Statement of the problem	8
Research Questions and Objectives	9
Rationale	9
Chapter 2	11
Literature review	11
Theoretical framework.....	11
Communication and the modern languages professional in Colombian enterprises.	11
Background frame.....	20
Cultural influence for international business.	20
Multilingual companies have a better performance.	20
English in business world.....	20
Importance of learning a second language.....	20
Conceptual frame	21
Chapter 3	24
Research design	24
Type of study.....	24
Study field.	25
Data collection instruments and procedures.....	26
SWOT Analysis.....	28
Data analysis method.	28
Chapter 4	29
Data analysis	29
Advantages	30
Disadvantages.....	32
Communication tools.	33
Chapter 5.	38

Conclusions.....	38
Limitations and contributions for further research.	39
References	41
Appendix	44
Append 1. Common European Framework of Reference for Languages.....	44
Append 2. Company SWOT.....	50
Append 3. Survey form.....	51
Append 4. Interview form.....	56
Append 5: Business in Japan and China.	57
Append 6: Surveys.....	58

Illustrations table

Figure 1. Teusaquillo map, indicating where Iconshock is located.....	25
Figure 2. Methodological design.	28
Figure 3. English level of each participant.	29
Figure 4. Answers for the first question.	30
Figure 5. Advantages found from the interviews.	31
Figure 6. Common disadvantages found from the interview.	32
Figure 7. Common disadvantages found from the interview.	33
Figure 8. Communication tools.	34
Figure 9. Languages to implement in the company.....	34
Figure 10. Linguistic skills.	35
Figure 11. Important aspects to negotiate.....	36

Chapter 1.

Introduction

Nowadays it is important to emphasize how useful the mastery of English language is in any organization, which wants to extend its business worldwide. In addition, speaking this language will bring opportunities for graduated students from Modern languages program at ECCI University.

According to Jimenez and Parra (2012), bilingualism allows creating a link with foreign companies. Master of one or more languages requires strategies as respecting and accepting other cultures so that the communication could be effective, it will help the company to get more knowledge about the international market

This study refers to the use of English language and the cultural knowledge from the different countries where the company Iconshock does businesses. It allows the companies that want to interact worldwide to be aware of the opportunities they may get taking into account language and culture factors.

Also this research was made with the objective of describing the disadvantages of not master and the advantages of master the English language, also to identify the cultural aspects that a graphic design organization should take into account when doing businesses with foreign companies. It allows us to know what opportunities worldwide have a company that performs its activities in the artistic field and work with bilingual employees.

Furthermore, Gomez (undated) says that bilingualism in business not only sells but also helps to improve the professional profile of the employees; this aspect makes the company to differentiate from others since it will take advantage of the opportunities of knowing the market and the sociocultural aspects that are cultural references, routines ad conventional uses of languages.

This research was developed during six months, with the help of the company Iconshock and its bilingual and graphic design trained staff, as well as the help from

experts in business and design area; who were the participants in charge of providing relevant information to reach the goals of the study. See below some of the participants name and its respectively task in the company:

- ☞ Miguel Angel Avila (Graphic designer),
- ☞ Silvio Sánchez (English articles writer),
- ☞ David (in charge of negotiating, receiving and responding E-mails from customers),
- ☞ Julian Reyes (graphic designer and in charge of the last review of the product),
- ☞ Danny Hoover Antonio (System Engineer),
- ☞ Juan Pablo Sarmiento (Manager) and the rest staff of the company.

Statement of the problem

Nowadays, the globalization and merchandising with companies abroad have helped the exchange of goods and services worldwide. It also makes easier the relations for organizations in development process that want to cover more gaps in the market and economic stability. This was the reason why Iconshock found necessary to hire English language and culture trained people for making business, increasing sales and creating an intermediary to market their designs overseas.

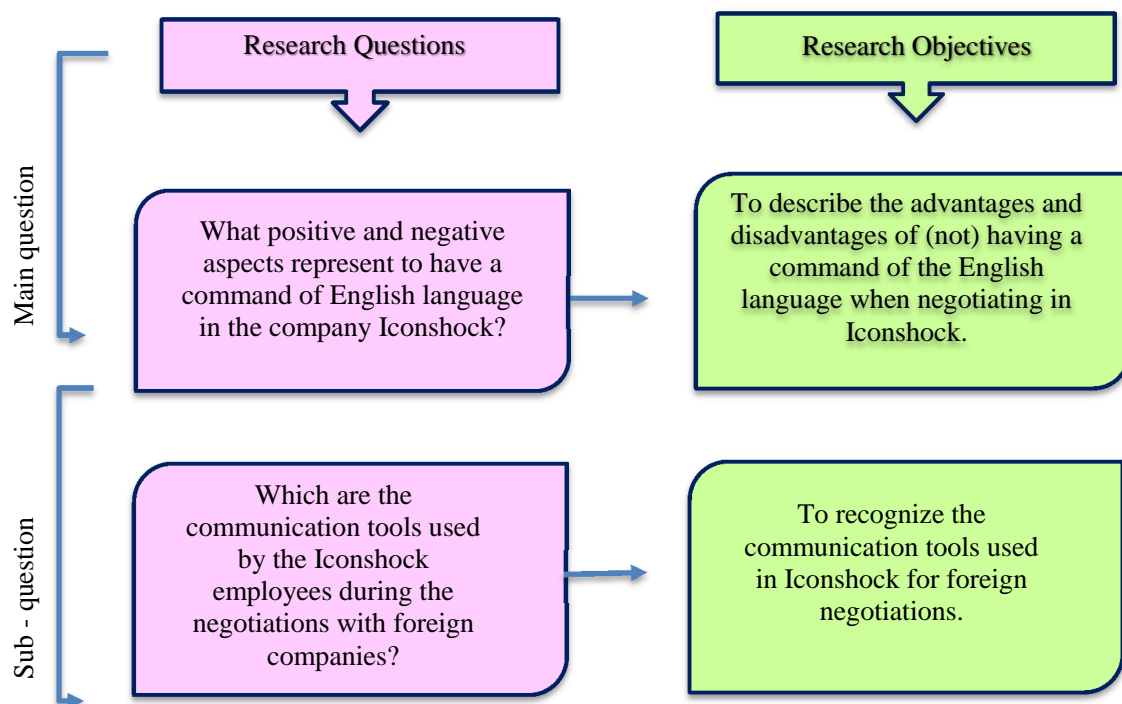
Siguán (undated), states that to get a good communication, the speakers should be able to speak the other person's language or to have a second language in common to communicate each other. It refers to how important is the use of a second language, including its culture to ease the message; for Iconshock, it is a priority to master the English language to make business since most of the customers are foreigners.

In addition, Llamazares (2011), talk about the “global managers” that are those ones able to manage business with different cultures. He takes as example the Cross- cultural business, which is the adaptation that each manager has when moving abroad.

That is the moment when the cultural movement becomes relevant in business; it is when we need to identify the differences of each country, making all conversations understandable.

Research Questions and Objectives

A preliminary literature research helped to find that the problem relates the need of identifying the disadvantages of not master and the advantages of master the English language as its culture in business. So that those companies that does not take into the account the use of a second language could consider the benefits of marketing worldwide. For that reason, we have a main research question and two sub-questions that will allow us to gather all the relevant information for these research goals.



Rationale

The goal of this project was to compile and provide information about how important is to have a good command of English language for national companies and the disadvantages that it could bring because of not knowing about it. As well as the knowledge of culture from other countries where Iconshock make business, since in this company the employees have the interaction with companies in different cultures and are in charge of satisfying the customers' needs.

This research results important because it provides relevant information concerning the use of languages and culture related with business. When it comes to the work and professional education, is useful to get enough knowledge about the fields that can be included in curriculum vitae according to the characteristics of a graduate from the Modern Languages program.

In addition, the outreach of this research to Eccí – University can be added as a proposal to implement a higher priority teaching business connecting the language and the culture.

At academic and social level, the research provides positive reasons so that the university can implement some extra business and culture courses in order that students can study depth about this context and in that way get more opportunities in the work environment and recognition for the program.

Finally, this project contributes at personal, social and academically, knowledge about the disadvantages of not master and the advantages of master the English language as its culture in business with foreign companies.

Chapter 2

Literature review

This chapter presents the grounds and theoretical support of the study. This reference framework includes the theoretical and conceptual framework as well the background about the main constructs; in where is presented the different approaches exposed by experts and conclusions about recent researches.

Theoretical framework

In the search for projects or studies that had the same characteristics or interest that this one has, it was found that there are some researches related with the use of English and the culture from other countries while doing businesses. As follows, we will have a short description of each one.

Communication and the modern languages professional in Colombian enterprises. (Cerón, Franco, Prieto y Mendoza, 2011). This study exposes that English is the main language used to do businesses with foreign companies, in which there is a relation between cultures and it is important not only to know about business but also about the remarkable customs for each culture and to know the difference between them. Currently, the economy for companies has increased because of the economic dynamism and the communication skills improvement, which is how the use of a second language besides English not only for daily use but also for business purposes will help the interaction with different work fields as:

- ☞ Marketing department
- ☞ Media and communications
- ☞ Public relations
- ☞ Design and control of corporate communication plans
- ☞ Leadership in business processes with external clients.
- ☞ Importation and exportation process.

According to the previous theory, the use of several languages depends on the company's needs, therefore English is undoubtedly the business language, followed by German, Italian and French.

In addition, by developing linguistic skills as reading and oral comprehension, it is more valuable the modern language professional for the companies. With regard to the Italian, German and French companies, the writing production is not that important as the oral production. This is due to their need is to expose their services and products abroad.

The prominent areas preferred by the companies are:

- ☞ Foreign trade
- ☞ Business administration
- ☞ Finances and international relations
- ☞ Economics
- ☞ Information and communication Technology
- ☞ Tourism

The cultural differences is one of the main problem of using a second language due to the person who speaks recognize the own codes from one culture that mark the way a conversation flows.

As a conclusion for this theory, all competences and skills are necessary to create bonds and to do business with foreign companies, where the effective communication and the knowledge of different cultures make easier the international relations.

With the purpose of understanding what culture is, and to define why it is important for people. It is relevant to explain how culture can be interpreted, So according to the Ministry of National Education of Colombia (undated). People are different between them because of its culture, culture is the surroundings of the person; it does not refers to how many books the person has read or the educational level but to the customs, knowledge and thoughts that each human

being has to live in its environment . In addition, the Ministry states that culture is an important factor for the human being life since it is created by living together with a specific community. If the community is destroyed there will not be any problem losing what was built up because the mind has all the knowledge of the culture and it will restore the information.

This brings up the relation between the culture and the use of a language for business. For a further definition (Llamazares and Ferdinand 2007). Explain the influence of language on the way to negotiate, they state that the use of English is different to other languages, as long as English is not equivalent to the Spanish and while negotiating it is not about looking for equal or different words but equivalent words between each language. It is the main problem of the applications to translate considering that, they translate literally and it does not make sure to be using the correct term.

The authors come to the point that the intrinsic logic of each language is to be different from the others; it is reflected using the vocabulary and grammar; we interpret the universe, think and then express ourselves. Two people who speak the same native language tend to relate intuitively the way of thinking and acting. The opposite happens with two people who speak different languages due to them not only speak but also think in a different way. In addition, they argue that the way of Japanese people speak is focus on what the person does and not on who does it, as well they speak about what “could happen” without a future time. For that reason, while negotiating with them is only important to talk about what they want but not about the person. This is a corporative strategy to keep constantly evolving.

In the same context (Llamazares and Ferdinand, 2007). Expound that the language imposes its cognitive setting to the speakers; they see the world and think according to their language features. Finally, they hold that the application of this theory in the international businesses will bring the importance and business perspective of English language.

From this stance, it is important to highlight the English features. In opposite to the Spanish, in English, we use more the pronouns and prepositions, for example, a verb

in Spanish is translated into English as a noun or a preposition, some English words (nouns) can be used as adjectives, or verbs, and it will not suffer any change. As the English does not have equivalent in the Royal Spanish Academy, it cannot determine whether a good use is made.

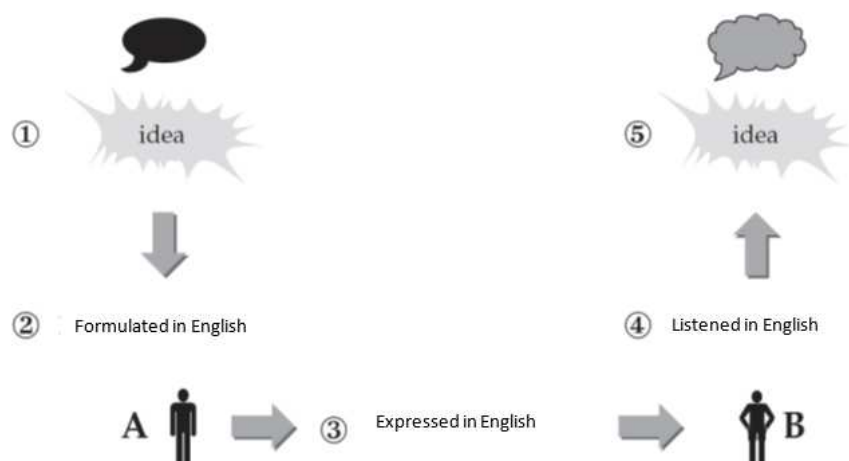
Llamazares and Ferdinand, (Ibid.) also, put forward the following distinctive features and differences of English language that should be taken into account in the negotiations:

- ☞ It is better to use the most direct form of expression, more simplified than the one we use to have in Spanish.
- ☞ It is important to avoid the translation word by word; it will bring some communications problems.
- ☞ It is necessary to get used to the most common idioms. For example, the literal translation for the expression “in black and white” will be “en blanco y Negro” but in business context, it means “poner por escrito”.

For negotiations with English speakers (British, American and Australian)

- ☞ To be more direct with the use of words. The English speakers does not use ambiguity and euphemism.
- ☞ To feel more free with the use of the language. In order to improve the communication, it is good to take liberties to express ourselves. In case of not understanding any idiom, you should not hesitate asking to repeat it or explanation.

From these ideas, it is possible to observe some obstacles to negotiate in English. To describe what happens in a negotiation process, Llamazares and Ferninand (2007). Shows in the following diagram the communication between two people who speak the same language.



In this process, the speakers are able to understand even if they are not conscious of all the phases of the process. However, when a new language is introduced, it can change until both people could understand. This is the reason why when negotiating in English, we should understand what we listen and specially interpret what each word really means.

The best way to overcome the communication obstacles is to be simple in the moment of expressing ideas; it can be achieved with the use of the following techniques:

- ☞ To choose simple and direct words and phrases, instead of elegant, complex and long.
- ☞ A clear pronunciation and an unhurried pace instead of talking quickly, very common from Spaniards and Latin people.
- ☞ The accuracy and briefness of expressions, mainly in the written negotiation.
- ☞ To request explanations, examples or repetitions when needed, without being ashamed of that.
- ☞ To use charts, slides, tables. An image overcome all the linguistic obstacles.

From these definitions and theories, it is marked that there are some differences between national and international negotiation. In theory, Llamazares (2004). Exposes

that the differences can be analyzed taking into account some specific environments as political, legal, economic and commercial. First, it is necessary to keep in mind that there is more risk in an international business for sudden changes in the country, for example, change of government, revolutions, war, etc. This kind of occurrences do not happen in the national negotiation.

The main difference highlighted by Llamazares, is that the international negotiation is done under a different legal framework; it can create differences in the process. Besides the fact that there are more obstacles between countries as the language, duties, economic blockade, etc. which stop some businesses abroad. "In opposite with the national negotiations, the legal framework does not change and each party is more comfortable since they are used to treat with the same person".

Another difference is about the economic level, since it is not the same to conduct businesses with a country with economic development than a country in recession. The attitude of the other party will be different: In the first case, it will be open, interested and receptive to new offers; in the second, it will take a passive position and will be resistant to start relations with new suppliers or associates.

Three aspects in the commercial area have influence in international business; number one is the contact that defines if it is looking for a final client, an intermediary or an associate. Also the adaptation of the offer that depends on the units of measure, known payment methods, payment periods and market delivery. Moreover, by last the room of negotiation that change depending on the country.

Also with the purpose of supporting the importance of languages for international businesses, (Salazar and Zaleta, 2009). Mention some of their implications about the topic.

Through the time, languages are no longer learned for luxury or pleasure but for a need. Because of the high demand and work competence in the world. Globalization is a factor that have influenced the learning of different languages so that the human being can socialize with foreign communities.

This integration creates an interaction and exchange of culture, values and ideas. With the time, human beings have developed a mechanism that allow them to get easier the language, this is named as the languages of the society where we were born; language is a natural characteristic genetically integrated in the human which should be developed in the environment to communicate themselves. There are different functions of the language such as cross reference, expressive or emotional, epithet or conative, poetic or esthetic and metalinguistic. Some important aspects to take into account about the need of learning a new language are:

- ☞ To make easier the communication between people from different cultures.
- ☞ Encourage the exchange of principles.
- ☞ To have more competitiveness

Languages brings big advantages for companies such as expanding, improving the production level and increasing the capital.

Nowadays companies require employees with a minimal English level so they can understand the business world. The impact is so big that if the company does not encourage the language learning, it can lose competitiveness worldwide. According to (1998). Languages are systems use by people to share the culture and history through the communication. To talk about a language does not mean only to listen or to repeat it, but it includes several aspects, as the different ways to learn and culture of each language. To learn a language involves several aspects to take into account, knowing about the culture and the context.

Some language functions are:

- ☞ Cross reference: It is used when we want just to provide information, without doing any appreciation or expect a reaction from the interlocutor.
- ☞ Expressive or emotional: It is used when the speaker wants to show his/ her physical or emotional condition.
- ☞ Epithet or conative: This function, usually cause a reaction for the receiver; which is the main element.

- ☞ Contact: We use it to verify if the channel is open and the communication is physically possible.
- ☞ Poetic or esthetic: It tries to create beauty using the language.
- ☞ Metalinguistic: When we use a language to talk about the same or another language.

To explain the relation between culture and international negotiation, (Avila, 2012) exposes his ideas. This theory is about how important is the culture during the negotiation process as rules, beliefs, institutions and instruments that characterize the human beings.

Talking about business, culture is needed to predict the behavior of the other person. We can see the culture concept is applied in different topics as the follows:

- ☞ Beliefs
- ☞ Religion
- ☞ Education
- ☞ Language
- ☞ Social organization.

Knowing about the aspects mentioned before and creating international relations to import and export products or services to have a competitive environment, balance the commercialization field, keeping job stability, and well pay incomes.

For example, in business the country and culture affects the flow of the negotiation. When there is a business with German people, they will be logical and not too compliant but if the business is with French people, there will be some kind of superiority with English who are colder but keeping the sense of humor. In United States, we can see some aggression and agility taking decisions, opposite to Japan. In Arabian countries, they are kindness and the negotiation will focus on bargaining the price.

Low context culture: United States, England and Germany use a clear and specific verbal and nonverbal way with complex grammar expressions and just a bit

subjective interpretation, which means the interlocutor, says what He wants in a clear and simple way, mentioning the most important aspects to communicate with the others.

High context culture: It is common in countries like Japan, Arabia or Mediterranean where the information is used in a vague and inaccurate. The attitudes and particulars of the negotiation process are more important than the expressions related with the person and the feelings.

This is why knowing the culture between countries makes easier for the negotiator the comprehension of attitudes and the adaptation of the culture. For example, for some countries in America and Arabian, personal relations are essential to do businesses, but in other cultures as European or North America does not take precedent the personal relations. In Latin America, companies stablish relations in a personal way instead of professional. Opposite to that, in United States, relations are focus on the companies and no the people who negotiate.

In Russia or France, negotiators are more comfortable facing the arguments of the other party but Japanese people look for harmony over any other factor; a smile means difficulties instead of a favorable attitude.

Another important cultural dimension is time and the way to use it, in Unites States and Europe punctuality is an obligation while for other countries is not so important. In addition, the time to do the negotiation change depending on the country as well as taking decisions. On the other hand, there is a relation between the monochronic culture, where the problems are deal separately and polychronic culture, where all activities are simultaneously.

That is why it is important to create international relations to do business taking always into account the culture and customs of each part of the world. Also having a good formal communication to set up lasting bonds and to keep the economic balance between foreign countries.

Background frame

In regards to previous studies, there had been different studies that have focused on evaluating and analyzing the good command of a second language and the general culture, and some point of view as follows:

Cultural influence for international business. This is an article written by Llamazares (2004). He made a review on the most relevant articles and publications about the relation between culture and international businesses, cultural classification models, intercultural communication and business protocol. To achieve the results, He did a fieldwork with surveys to three hundred manager in twelve countries and seven different professions. Besides, it exposes some differences as greetings, positions, expressions and way of looking, smiles and physic contact. At the end, it refers to the way of doing business in Asia, as the case of Japan and China.

Multilingual companies have a better performance. It is a report about the multilingualism, created by the European commission (2008). To the purpose was to show the importance of investing in linguistic knowledge, to make and inventory of what they have done to encourage languages in the corporate activities and to give advices about how they can improve the results in situations of multilingual corporate conversations. As a conclusion, a great part of the European SME (Small and medium enterprises) lose business opportunities for lack of linguistic and intercultural skills. In addition, they found that Europe should take advantage of the linguistic diversity.

English in business world. It is an event organized by the Cambridge University, the resources web for teaching English, English 360 and the business English center (Go English) (2012). They address the challenges for Spaniards companies. They concluded that those companies with internationalization strategies could better support the economic situation. “Companies and training experts agree in the necessity of having a good command of English for accessing to the foreign market”.

Importance of learning a second language. Anderson (2011) argued that technology is the tool to create connections around the world, implementing the use of a

second language as in manuals, books, magazines, encyclopedias, etc. It helps some things be easier like having a better position in a company and at the same time helping the company to grow. Also when watching a movie, the translation may vary depending on the context so the knowledge of a second language will make easier the general comprehension in many aspects of life, using the technology.

In that way speaking a second language stimulate the cerebral development, having more oral fluency, also it provides social and cultural advantages and increase the economic profits. Yudhijit Bhattacharje (2012). Science magazine editor explains about the bilingualism advantages, the fact of speaking two languages has two big practical advantages in a globalized world. However, during the last years, Scientifics demonstrated that the bilingualism advantages are more essential than to able to communicate with more people, in more fields. According to those Scientifics, to be bilingual makes people more intelligent since it can have an effect in the brain, what makes to improve the cognitive skills that are not related with the language and helps to avoid dementia at old age.

This is a completely different way to see the bilingualism as it was during the XX century. For a long time, researches considered that a second language is an interference cognitively, which affects the intellectual and academic development of children. It can conclude that they were not wrong about the interference: there is evidence that in a bilingual brain, the two languages are active, and one block the other. Nevertheless, this is not a disadvantage but it is a blessing in disguise because it forces the brain to solve internal conflicts and gives the mind tasks to strengthen the cognitive muscles.

Conceptual frame

Bilingualism, international business and culture in a company influence in the country economy, there are some relevant aspects while doing business with foreign companies. In Iconshock, the use of a second language is an individual and collective system because there is a process between the speaker and the recipient with the purpose of understanding a message.

In order to understand these aspects, it is important to explain them one by one. Starting with the definition of Bilingualism; (Siguán y Mackey, 1986). State that a bilingual person is who besides the native language has a similar skill in another one and is able to use both of them in any situation with the same efficacy. That will be a perfect bilingualism but in real life, there are just people who bring closer. However, the definition is useful as a point of reference to evaluate the bilingualism of a specific person. It is important for a company that works worldwide to achieve an effective communication with foreign companies.

According to the management magazines, (undated) International business is an expansive and unstoppable process of globalization, which has forced entrepreneurs to educate their trade and negotiating ability with the world. However, this is also for the company staff who should have access to the more relevant characteristics of international trade as logistics and legal aspects.

It this case, culture is important to design because of the way of negotiating, communicating, etc.

According to the Ministry of National Education of Colombia (undated). People are different between them because of its culture, culture is the surroundings of the person; it does not refers to how many books the person has read or the educational level but to the customs, knowledge and thoughts that each human being has to live in its environment.

Culture is an important factor for the human being life since it is created by living together with a specific community. If the community is destroyed there will not be any problem losing what was built up because the mind has all the knowledge of the culture and it will restore the information. The Company should take into account the international and national economy to identify the currency movements and the variation of prices depending on the target market.

As not all places are the same and people are always different, it is common to find different cultures in the same place. It is when the communication starts being essential while doing business. Thompson (2008) explains that

communication is the process where the speaker and the receiver establish a connection in a specific place and time, in order to transfer or share ideas, information or meanings. Then, the ideas can be affected if the information given is not having the same meaning in the receiver, it could be due to the lexical or culture changes. These aspects are relevant while negotiating since the companies might be more confident of its employees.

Chapter 3

Research design

This section presents the methodological considerations taken into account to conduct this study. In the following lines, there is the description of some aspects such as type of research, sampling, instruments and procedures to gather and analyze the necessary information to answer the research questions. This relevant information to understand how the investigation was designed to reach the goals.

Type of study. It is framed within the qualitative approach, since it looks to describe the advantages of having a good command of English and the disadvantages of not having it for international business, according to Bernal, (2006) stated about two authors, Bonilla and Rodriguez who developed the idea of going in depth for specifics cases but stopping generalizing. The authors work in qualifying and describing the objective of study taking into account some determining features, depending on how these are perceived in the studied situation.

This investigation interprets, understands and describes the reality in the Iconshock Company. A case study was applied in order to gather the information, standing up the use of English language in a business context. According to Martinez, (2006) case study is an investigation strategy that helps to understand dynamics in similar contexts; it could be one case or several ones with the purpose of getting a theory.

This research was developed with the information provided by a company, which allowed making it a descriptive study. Bernal, (2010). The descriptive study supports techniques such as surveys, interviews, observation and documentary review.

These are some examples of descriptive investigation:

- ☞ Diagnostic character study
- ☞ Designs of guides, models, products, prototypes, etc.

- ☞ Market research.
- ☞ Time and movement studies
- ☞ Studies about behaviors, attitudes, profiles, etc.

Thanks to the research tools (surveys, interviews) and mainly to the Iconshock staff, it was possible to gather and analyze the information. With the help of Miguel Angel Avila (graphic designer), Silvio Sanchez (English articles writer), David (In charge of negotiating and customer service), Julian Reyes (graphic designer and in charge of checking the product for the last time), Danny Hoover Antonio (System engineer), Juan Pablo Sarmiento (Manager) and the rest employees of the company.

Arias, (1999 explains that data gathering directly from reality is when the acts are not manipulated or controlled by any factor. In this way, the employees were consulted, taking into account a collection strategic of informative sources related with real incidents.

Study field. This study was implemented at Iconshock, a design company located in Quinta Paredes neighborhood, Teusaquillo 13 Locality. (fig. 1.). With 13 employees.

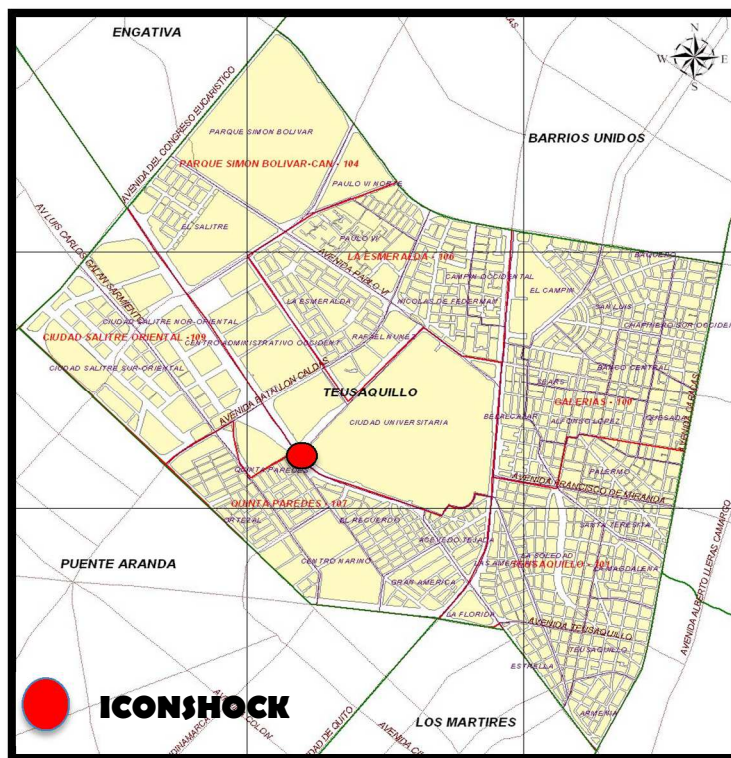


Figure 1. Teusaquillo map, indicating where Iconshock is located.

Modified from:

http://svrdpae8n1.sire.gov.co/portal/page/portal/fopae/localidades/teusaquillo/13_basico.jpg

Data collection instruments and procedures.

Primary sources. In this study, the information was obtained from the staff who speak English as a second language. In order to accomplish the goals of this study, each employee, (Check Append 3 and 4).

Secondary sources. As a second method to gather data, it was implemented recorded interviews to the foreign trade faculty teachers from the ECCI University and the responses were analyzed to reach the goal of the investigation. These participants were chosen since they have a good command of English language and they very often interact in the business field, which allow them to have a good knowledge about business culture.

In order to obtain the necessary information, the following techniques were implemented:

Interviews. These were executed in order to determine the advantages of using English language and its culture in the work field. Taking as reference what Romeo and Domenech said (undated), it is an oral communication process between two or more people to obtain information or opinions, or to know about the people personality.

Types of interviews.

☞ **Informative.** It is to know the opinion about any specific topic.

☞ **Psychologic.** It is to know about the personality or the environment, which round the interviewed.

In this case, the informative interview was implemented to the study participants from Iconshock. They were applied following the guidelines below:

Introduction: The interviewer introduced itself, providing the main objective and the reason why the interview is being implemented.

Questions: Different types of questions were made in order to know the point of view of the interviewee about the topic.

Conclusion: At the end of the interview, a brief recap was made about the most relevant information obtained, thanking the participant for the cooperation.

Types of questions.

Open questions: Most of the questions were open so that the interviewee can express freely his/her opinion.

Poll questions: It allows going deeper with the information and the interviewee can answer according to his/her experiences.

Comment-questions: The interviewer does not ask a question but remark something about a phrase without ending it, so that the interviewee answers as if it were interrogated.

The surveys were implemented about the use of English language in a specific field, which is Iconshock. According to the Food and Agriculture Organization of the United Nations (FAO), a survey is method to collect information from a great number of people. It is a useful method to collect information about people, its needs, behaviors, attitudes, environment and opinions.

There are many types of surveys and different reasons to implement them. The interviews are different for its objectives, conception, scope, time and price. The design of the survey depends on the kind of information needed and the characteristics studied.

The FAO affirm that the surveys conclusions can be useful for planners, private organizations, sociologists, anthropologists and other social Scientifics.

Based on the work of Oncins, graduated in educational sciences, (undated). There are some advantages and inconveniences in the application of a survey.

The main advantages of using surveys as a research tool are that, it allows having a previous plan of the questions so that the most important topics can be handle without forgetting them. As well, this tool allows making a breakdown of the variables in different aspects, so through several questions, the complex variable can be reached.

Nevertheless this tool has some inconveniences since it requires many details and depends on the cooperation of the participants and the honesty of them.

For this study, there were implemented six surveys to employees of Iconshock; the survey had open and close questions.

SWOT Analysis. Ballén, (2012) explains that this a diagnostic tool for the creation of possible strategies, having as reference the company internal and external factors. It is important to identify the areas with more potential to get a better development and improvement, in that way to minimize the negative aspects of the context. It is an acronym of the aspects initials, Strengths, Weaknesses, Opportunities and Threats. Each component is divided in internal aspects that correspond to the Strengths and Weaknesses, and the external aspects that correspond to the Opportunities and Threats

This instrument was implemented in Iconshock to identify the negative and positive aspects of commercializing designs and doing business with foreign companies.

Data analysis method. In order to analyze the collected data from the interviews and surveys, the results were sorted in a comparative chart, looking for common factors, question by question between the participants. According to Garret, (2006). The common factor analysis is a data reduction tool that helps to avoid redundancy between the possible variables, these factors were analyzed, so that the objectives of this study could be reached and get a conclusion.

Figure 2. Methodological design.

Type of investigation	Qualitative, descriptive and case study
Participants	8
Time	Six months
Context	Iconshock
Instruments	Surveys, interviews and SWOT.
Analysis method	Colors and common factors.

Chapter 4

Data analysis

This section contains the method and preliminary results of the data analysis that helped to answer the research questions. It was better to analyze each question depending on the answer of each participant.

The figure below represents the English level of each one of the employees who participated in this research. This information was taken in order to know the language skills the company requires to its employees.

Figure 3. English level of each participant.

Employee	English level
1	B1
2	B1
3	C2
4	B1
5	C1
6	B2

The purpose of this question was to know the English level of each one of the employees and in that way realizing how important the use of English language is for this company. As it is shown in the chart, the participants 1, 2 and 4 have a B1 level, which is the lowest between all the participants since the number 3, 5 and 6 are in a C2, C1 and B2 level because they are the ones who stablish conversations with the foreign clients all the time. For this ranking, the common European framework was taken as reference, since it describes how the language should be use in order to have a good communication, as well as the knowledge and skills needed to have a good performance. (See Append 1.). Moreover, looking for the completion of the main research purpose, the results are shown below.

Advantages. As result from the data collection, there were several advantages of using English and its culture while doing business abroad. Participants No. 5 and 6 explained that it is essential since all the Iconshock customers are foreigners.

Figure 4. Answers for the first question.

Questions	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5	Participant 6
Advantages of having a good command of English language and its cultural factors, and disadvantages of not having it.	Not being able to understand a topic	Possibility of knowing the culture and how the think.	To get so many business opportunities. The culture helps to keep the trend in the market and get use to the time.	It allows keeping a conversation with more people (possible customers). Culture allows understanding in a better way any project request.	It is needed, having into account that it is a company with only foreign customers.	It is essential because all the customers are foreigners.

For this reason, the main advantage is that Iconshock has a good communication with its customers and the foreign companies because they have good English skills. A good communication can be considered as the most important tool to negotiate since between more lexicons the person knows, it will be easier to understand, as well as being more comfortable with the customers. This information was taken from the interviews results, which can be observed in the figure below with the answers of the participants No 1, 2, 4 y 6.

Figure 5. Advantages found from the interviews.

Category	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5	Participant 6
Advantages	<p>Being able to communicate with more people abroad.</p> <p>Better communication, a bigger market niche and knowledge about other cultures, more job opportunities and more customers for the company.</p>	<p>New international markets, to know about the culture since it allows understanding preferences and aspects to get a good connection with the customers, access to more tools to improve the quality of the product, design according to the needs of the customer, new business opportunities, to get extra profits, to get better job conditions and to create new tendencies.</p>	<p>It open new doors and business opportunities, allows going to other markets. Culture allows a better acceptance of projects, to have more relations with other companies; the job becomes more effective, it helps to improve the communication and to have better designs, so the customer can feel comfortable.</p>	<p>Possibility to have access to more English information, communicate with other people and increase the potential customers. To understand the culture and idioms allows understanding better the requirements for a project, getting knowledge and better job opportunities. In addition, it helps with sales, having a competitive product, economic growth and business opportunities.</p>	<p>To increase the economic relations with other countries and to get better sales statistics, to improve the company recognition. The culture helps to avoid the unconformity with customers, to get job opportunities, to reach new markets and to improve the quality of the company and the knowledge of the product.</p>	<p>To create relations with foreigners, to get more customers and to generate more jobs opportunities. To extend the products range. The culture helps to have a good communication with people from other countries</p>

As it can be observed in the figure No. 5, all the participants agree that new business opportunities with other countries are generated. As (Llamazares, 2004). Explained in his article “Cultural influence for international business”, knowing about another culture is important for business and stablishing a good communication, reaching more markets. The cultural factor is acquire when someone get in touch with it, that is to say, the negotiations are a good opportunity to learn about the foreign customs, which can help the company to be in the same competition as other companies and to grow economically, since the product will be in accordance with the customer request.

In addition, as in mentioned by the (Cambridge University, 2012). “Companies and training experts agree in the necessity of having a good command of English for accessing to the foreign market”.

In this way, reaching new markets allows having more job opportunities and a great international recognition for the company, a good use of design programs since they come in English and an excellent customer service.

Disadvantages. Some disadvantages of not having a good command of English language and its culture were found from the study results. Taking into account the considerations of Yudhijit Bhattacharje (2012). There are so many advantages of speaking two different languages; however, bilingualism is considered an interference, which may affect the academic development. As the first aspect, the negotiations can be affected when the employee cannot understand any requirement from the customers and it can be a risk to affect the customers moral and the good will of the company. In the figure below is the information provided by the participants, especially from the No. 1, 2 and 4.

Figure 6. Common disadvantages found from the interview.

Category	Participant 1	Participant 2	Participant 3	Participant 4
Disadvantages	Not being able to understand what the customer says. If we do not know about the culture, the designs may affect the customers' beliefs and as consequence, we will lose clients, opportunities to access in a global company and have difficulties to get a job.	To lose the possibility to expand the business globally, the ability to learn theories and ways to work and to provide a comprehensible support. In addition, the good will of the company may be affected because of the poor quality of its products.	The market is closed, if we do not dominate the culture, there will be a risk with the final product because of the new rules and standards or because we cannot understand some design programs that comes in English.	Lack of communication, to lose customers and information, misunderstandings about the product, unable to understand tutorials and English courses.

As Iconshock is, a Company focused only at the international level is vital that its employees have a good command of English language, otherwise it could be negative factor to expand the negotiations and it can bring a slump.

Alternatively, participants No. 3, 5 and 6 in the figure 7, agree that negotiating abroad involve new rules and standards that if the company does not understand, it can get some legal problems. Additionally, the E-mails may not being well interpreted and

the design programs may not being easy to understand since they are in English, hence that a language barrier is an obstacle if the right support is not provided by the employee. It may have consequences in the good will and recognition of the company.

Figure 7. Common disadvantages found from the interview.

Category	Participant 3	Participant 4	Participant 5	Participant 6
Disadvantages	The market is closed, if we do not dominate the culture, there will be a risk with the final product because of the new rules and standards or because we cannot understand some design programs that comes in English.	Lack of communication, to lose customers and information, misunderstandings about the product, unable to understand tutorials and English courses.	The company may become stagnant because it cannot expand its products due to some communication problems.	It will be more difficult to reach in an international market, since if we do not understand some design programs and tutorials or have poor knowledge about a topic, the information can get loss and the company economy could be affected.

Considering this information, and the explanation of the communication process by Llamazares and Ferninand (2007). Not mastering English language in Iconshock and other international companies may produce an awful relation with customers due to a bad communication, thus losing them and get terrible economical situations.

Communication tools. Regarding the communication tools, it was evident that the E-mail and chat are the most used to do business; since by this way the company can have the evidence about the negotiation as price, design type and payment method. This is to avoid having legal or economic risks and having a negative reputation. On top of that, these tools are more affordable for companies, easy to use, faster and the most important; the time zone is not a problem. This information was obtained from the answers of all the participants as it is shown in the figure below.

Figure 8. Communication tools.

Category	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5	Participant 6
Communication tools	Instant service and mails, because we can keep the evidence of the conversation. Video calls, because they are easy, cheap and trustworthy.	We can use chat, mail, Skype, phone and text messages, due to the communication is successful and trustworthy for both parties.	Mails, because it is trustworthy, easy and less prone to failure.	Phone calls, face-to-face or E-mails because the communication is easier.	E-mails and chats for security reasons.	E-mails, chats, social networks, calls, in-person meetings, because they are trustworthy.

It can be concluded that the video-calls are useful and important for the company, due to it avoids in-person meetings, this method has the same characteristics of a face-to-face meeting but it is cheaper about time and money.

Nevertheless, some other employees consider as important tools the E-marketing, social networks, calls and in-person meetings because each one allows creating confidence for the customers. According to a study by IT association CompTIA, (2014). Revealed that small companies implement these kind of communication tools to use with clients, customers and prospects.

Figure 9. Languages to implement in the company.

Participants	Language	Why?
Participant 1	French	The company has French customers who does speak English or Spanish.
Participant 2	Hindi	It is not a known market but the purchasing power is valuable, since its culture is guide by images.
Participant 3	Mandarin	Asia is known as a power economical continent, it is important because most of the design programs come in this language.
Participant 4	Mandarin	It covers several cultures, trends and beliefs where the communication through images becomes necessary.
Participant 5	German	It is important technologically and it is good to reach a new market.
Participant 6	Better English skills	Because of cost and benefits, it is a global language.

In Iconshock each one of the participants use daily programs in different languages, they think the most important language besides English is Mandarin. As it is shown the figure 9, the participant 3 says that as Asia is a power continent and some programs comes in Mandarin, this language becomes relevant for the employees and the company, since this is an important global market. In addition, the participant 4 states that as the Mandarin cover many cultures and trends, the communication with images is easier and this could be a target market for the company. He says that currently the economic, political and cultural exchanges are more frequent in Taiwan, China and some other countries in Asia. For this reason, the most viable option for Iconshock to implement a third language is Mandarin.

By contrast, the participant 1 thinks that French would be a good idea for the company in view of the current French customers that does not speak English nor Spanish. Participant 2 states that the Hindi is a necessary language for Iconshock because it is a country guided by images. To conclude, the participant 5 would implement German, as a third required language for Iconshock since this is a country with a great advance technology and the individual job is easier. In contrast with the employees, the manager thinks it would better if the English can be improve, because of costs and benefits.

Figure 10. Linguistic skills.

Participants	Skill	Why?
Participant 1	Writing	We can keep the physical support of the business.
Participant 2	All	To provide a good customer service.
Participant 3	Writing	Because it is easier.
Participant 4	Writing	It is easier and effective.
Participant 5	Speaking	It is vital for the business communication.
Participant 6	All	All are important but the writing is the most common because we keep the support of the business and it is the best way to get in touch with the customer.
Participant 7	Writing and speaking	It is clear and helps us to understand what the customer wants.
Participant 8	Speaking	As there is a speaker and a recipient, the communication is more agile and viable.

The graphic design trained people state that the best communication mean for foreign companies is the writing because of its effectiveness, ease, assurance and the truthfulness between the negotiator and the buyer. Following the study about communication tools by CompTIA, (2014). The technology can be a differentiating factor to drive business, in the case of communication; chat tools are innovating in companies to make more effective the relation with customers.

As it is shown in the figure 10, the participants 1, 3, 4 and 7 affirm that writing is the most important linguistic skill for any company, due to that the communication is easier, reliable and fast for business purposes.

Although, the participants 2, 5 and 6 believe that all the linguistic skills are relevant since for the communication is necessary to speak and a message receiver. In this case the listening and writing to expose the product and reading to know about the terms and conditions or any relevant information to sign.

Figure 11. Important aspects to negotiate.

Participants	Aspects
Participant 1	Communication and know your customer.
Participant 2	Good product price and quality.
Participant 3	Knowledge about customer's customs and beliefs.
Participant 4	Good price and quality.
Participant 5	Communication and know your customer.
Participant 6	Good price, quality, communication, knowing the customer, language command and international relations.

According to what all the participants said, communication is the most important tool to have a good relation with the customer, having into account the different cultural aspects for the design creation, trade and positioning in the international market.

For this particular case, the participant 1, 5 and 6 support the last theory saying that the communication may create helping to create friendly bonds with different countries. Besides, the participants 2, 4 and 6 say that the products price and quality is relevant because those are the main factors taking into account while buying any

product. For example, for a design created by Iconshock aimed to a different culture, is necessary to know about the use of colors, shapes, sizes, language and believes in order to extend the business with the current companies. This goes in relation with the participant 3' opinion; He exposes that having into account any cultural detail will keep the company away from abuses to the arrival country.

In general, the research helped to identify all the good points a bilingual person can take in advantage when it comes about business or professional life, since there will be more job opportunities and life will be easier when traveling abroad.

Chapter 5.

Conclusions

Based on the information provided by the Iconshock employees and the subsequent analysis of the information, conclusions will be explained below in order to answer the main and specific research questions.

From this study can be concluded that the communication is essential for business relations and when it comes to international business, since having international customers, open more opportunities for the company and to gain a good business relationship so besides having a good use of the foreign language, it is important to have a good knowledge of the culture. For the case of Iconshock, it is vital to have a good command of English language since most of the current customers are native English speakers, this bring to our attention the Llamazares theory about the Barriers to negotiate in English (2004). He states that the wrong interpretation of ideas is due to the lack of knowledge of the output language. In this way, the success of an international company as Iconshock comes directly from the performance of its employees.

After identifying the common communication tools implemented for business, it could be found that to avoid misunderstandings, legal, economical or standing inconveniences, the best means to have business relations are via mail or video-conferencing. This is not only because of how easy is to negotiate overseas without traveling, but because with these tools the company can support the agreement taken with the customer for any complaint. In addition, these tools allow speeding up the business process in a cheaper and more comfortable way.

Recognizing some company advantages, Iconshock is standing in a competitive market since all the staff is able to understand and interpret the cultural rules, standards and changes from other countries and what is more important, keeping into account the difference with the legal frame for each country.

On the other hand, if any multinational company does not count with bilingual staff, which means having a good command of the target country language and knowing

about its culture, it will be a risk if for instance, the employees cannot understand the real meaning related with the customers' requests or agreements. It will be a cause for losing the good will of the company. Furthermore, this is not the only disadvantage since it would be difficult for the designers to use their design tools because these systems only work in English. In relation to these points, the customers will not be satisfied if they do not receive the wished product.

Overall, when it comes to conducting business in an international Company as Iconshock, the linguistic skill more used and efficient is the writing since it is a secure mean and offers the option to be clear and easy to be understood by both parties. However, it is important to keep in mind that all the other skills are essential for business and life purposes.

As a final observation, the results of this research are directly related with people who is currently in the Modern languages program or are willing to study in this field. This is because the project presents opportunities as advantages that a bilingual speaker can have in the whole world. As well as the people who is currently studying in the business field, they can take this study worthy to comprehend the importance of using a second language as a complement for their professional life.

Limitations and contributions for further research.

As a last part, it is good to remark some of the limitations presented while planning, applying and analyzing this research. Regarding the data collection process, dealing with the employees schedules since their lack of free time was a barrier to implement the research tools, being them not a big population from which to choose, as well as getting an appointment with the company manager who has a tight schedule. Likewise, the time and resources used to gather information for the literature review and project support was quite a while. Despite of these factors, the information obtained was enough to allow the achievement of the main project goals.

While gathering data about the main goal there were some related themes, which can be explored for further investigations and helps to understand the business reality. One instance could be a closer research related with the common culture failures that affect the negotiations as the communication. Subsequently, this research could go in

depth with a new study, taking as a reference the theory provided to analyze different aspects while doing business in real time and with different companies in order to identify good or bad situations that can guide students to define their career expectations. Likewise, more develop information will be helpful for multinational companies since these are completely involve with different cultures and languages as is the case of the outsourcing enterprises; their employees not only need to have customer service skills but also, good knowledge about the target culture.

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Appendix

Append 1. Common European Framework of Reference for Languages.

This is a reference, which definitions helps the research to acknowledge the Iconshock employees English level. For this case, C1, B2 and B1 levels will be highlighted, as well as the skills, each person has acquired from a second language learning experience.

Usuario competente:

C1: Es capaz de comprender una amplia variedad de textos extensos y con cierto nivel de exigencia, así como reconocer en ellos sentidos implícitos.

Sabe expresarse de forma fluida y espontánea sin muestras muy evidentes de esfuerzo para encontrar la expresión adecuada.

Puede hacer un uso flexible y efectivo del idioma para fines sociales, académicos y profesionales.

Puede producir textos claros, bien estructurados y detallados sobre temas de cierta complejidad, mostrando un uso correcto de los mecanismos de organización, articulación y cohesión del texto.

Usuario independiente:

B2: Es capaz de entender las ideas principales de textos complejos que traten de temas tanto concretos como abstractos, incluso si son de carácter técnico, siempre que estén dentro de su campo de especialización.

Puede relacionarse con hablantes nativos con un grado suficiente de fluidez y naturalidad, de modo que la comunicación se realice sin esfuerzo por parte de los interlocutores.

Puede producir textos claros y detallados sobre temas diversos, así como defender un punto de vista sobre temas generales, indicando los pros y los contras de las distintas opciones.

B1: Es capaz de comprender los puntos principales de textos claros y en lengua estándar si tratan sobre cuestiones que le son conocidas, ya sea en situaciones de trabajo, de estudio o de ocio.

Sabe desenvolverse en la mayor parte de las situaciones que pueden surgir durante un viaje por zonas donde se utiliza la lengua.

Es capaz de producir textos sencillos y coherentes sobre temas que le son familiares o en los que tiene un interés personal.

Puede describir experiencias, acontecimientos, deseos y aspiraciones, así como justificar brevemente sus opiniones o explicar sus planes.

Niveles comunes de referencia: cuadro de autoevaluación:

En esta siguiente parte, se hace referencia al nivel de inglés y la comprensión de cada una de las habilidades en este caso sería el desarrollo de: Comprensión de lectura, comprensión auditiva, expresión oral, interacción oral y la expresión escrita.

Demostrando el alcance que llega a tener el hablante de una segunda lengua en el campo donde trabaja y se desenvuelve en sus actividades diarias.

Comprender. Comprensión auditiva:

B1: Comprendo las ideas principales cuando el discurso es claro y normal y se tratan asuntos cotidianos que tienen lugar en el trabajo, en la escuela, durante el tiempo de ocio, etcétera.

Comprendo la idea principal de muchos programas de radio o televisión que tratan temas actuales o asuntos de interés personal o profesional, cuando la articulación es relativamente lenta y clara.

B2: Comprendo discursos y conferencias extensos, e incluso sigo líneas argumentales complejas siempre que el tema sea relativamente conocido. Comprendo casi todas las noticias de la televisión y los programas sobre temas actuales.

Comprendo la mayoría de las películas en las que se habla en un nivel de lengua estándar.

C1: Comprendo discursos extensos incluso, cuando no están estructurados con claridad y cuando las relaciones están sólo implícitas y no se señalan explícitamente.

Comprendo sin mucho esfuerzo los programas de televisión y las películas.

Comprensión de lectura:

B1: Comprendo textos redactados en una lengua de uso habitual y cotidiano o relacionada con el trabajo.

Comprendo la descripción de acontecimientos, sentimientos y deseos en cartas personales.

B2: Soy capaz de leer artículos e informes relativos a problemas contemporáneos en los que los autores adoptan posturas o puntos de vista concretos.

Comprendo la prosa literaria contemporánea.

C1: Comprendo textos largos y complejos de carácter literario o basados en hechos, apreciando distinciones de estilo.

Comprendo artículos especializados e instrucciones técnicas largas, aunque no se relacionen con mi especialidad.

Hablar. Interacción oral:

B1: Sé desenvolverse en casi todas las situaciones que se me presentan cuando viajo donde se habla esa lengua.

Puedo participar espontáneamente en una conversación que trate temas cotidianos de interés personal o que sean pertinentes para la vida diaria (por ejemplo, familia, aficiones, trabajo, viajes y acontecimientos actuales).

B2: Puedo participar en una conversación con cierta fluidez y espontaneidad, lo que posibilita la comunicación normal con hablantes nativos.

Puedo tomar parte activa en debates desarrollados en situaciones cotidianas, explicando y defendiendo mis puntos de vista.

C1: Me expreso con fluidez y espontaneidad sin tener que buscar de forma muy evidente las expresiones adecuadas.

Utilizo el lenguaje con flexibilidad y eficacia para fines sociales y profesionales. Formulo ideas y opiniones con precisión y relaciono mis intervenciones hábilmente con las de otros hablantes.

Expresión oral:

B1: Sé enlazar frases de forma sencilla con el fin de describir experiencias y hechos, mis sueños, esperanzas y ambiciones.

Puedo explicar y justificar brevemente mis opiniones y proyectos.

Sé narrar una historia o relato, la trama de un libro o película, y puedo describir mis reacciones.

B2: Presento descripciones claras y detalladas de una amplia serie de temas relacionados con mi especialidad.

Sé explicar un punto de vista sobre un tema exponiendo las ventajas y los inconvenientes de varias opciones.

C1: Presento descripciones claras y detalladas sobre temas complejos que incluyen otros temas, desarrollando ideas concretas y terminando con una conclusión apropiada.

Escribir. Expresión escrita:

B1: Soy capaz de escribir textos sencillos y bien enlazados sobre temas que me son conocidos o de interés personal.

Puedo escribir cartas personales que describen experiencias e impresiones.

B2: Soy capaz de escribir textos claros y detallados sobre una amplia serie de temas relacionados con mis intereses.

Puedo escribir redacciones o informes transmitiendo información o proponiendo motivos que apoyen o refuten un punto de vista concreto.

Sé escribir cartas que destacan la importancia que le doy a determinados hechos y experiencias.

C1: Soy capaz de expresarme en textos claros y bien estructurados, exponiendo puntos de vista con cierta extensión.

Puedo escribir sobre temas complejos en cartas, redacciones o informes, resaltando lo que considero que son aspectos importantes.

Selecciono el estilo apropiado para los lectores a los que van dirigidos mis escritos.

Niveles comunes de referencia: aspectos cualitativos del uso de la lengua hablada. Define aquellas expectativas que llega a alcanzar la persona tras un proceso de aprendizaje e indica en que campos puede desarrollar sus capacidades, teniendo en cuenta el buen dominio de la lengua inglesa.

	ALCANCE	CORRECCIÓN	FLUIDEZ	INTERACCIÓN	COHERENCIA
C1	Tiene un buen dominio de una amplia serie de aspectos lingüísticos que le permiten elegir una formulación para expresarse con claridad y con un estilo apropiado sobre diversos temas generales, académicos, profesionales o de ocio sin tener que restringir lo que quiere decir.	Mantiene con consistencia un alto grado de corrección gramatical; los errores son escasos, difíciles de localizar y, por lo general, los corrige cuando aparecen.	Se expresa con fluidez y espontaneidad sin apenas esfuerzo. Sólo un tema conceptualmente difícil puede obstaculizar la fluidez natural de su expresión.	Elige las frases adecuadas de entre una serie disponible de funciones del discurso para introducir sus comentarios, con el fin de tomar o mantener la palabra y relacionar hábilmente sus propias intervenciones con las de los demás interlocutores.	Produce un discurso claro, fluido y bien estructurado, con el que demuestra un uso controlado de estructuras organizativas, conectores y mecanismos de cohesión.
B2	Tiene un nivel de lengua lo bastante amplio como para poder ofrecer descripciones claras y expresar puntos de vista sobre temas generales sin evidenciar la búsqueda de palabras, y sabe utilizar oraciones complejas para conseguirlo.	Demuestra un control gramatical relativamente alto. No comete errores que provoquen la incomprensión y corrige casi todas sus incorrecciones.	Es capaz de producir fragmentos de discurso con un ritmo bastante uniforme; aunque puede dudar mientras busca estructuras o expresiones. Se observan pocas pausas largas.	Inicia el discurso, toma su turno de palabra en el momento adecuado y finaliza una conversación cuando tiene que hacerlo, aunque puede que no siempre lo haga con elegancia. Colabora en debates sobre temas cotidianos, confirmando su comprensión, invitando a los demás a participar, etc.	Utiliza un número limitado de mecanismos de cohesión para convertir sus frases en un discurso claro y coherente, aunque puede mostrar cierto «nerviosismo» si la intervención es larga.
B1	Tiene un repertorio lingüístico lo bastante amplio como para desenvolverse y un vocabulario adecuado para expresarse, aunque dubitativamente y con circunloquios, sobre temas tales como su familia, sus aficiones e intereses, su trabajo, sus viajes y acontecimientos actuales.	Utiliza con razonable corrección un repertorio de fórmulas y estructuras de uso habitual y asociadas a situaciones predecibles.	Puede continuar hablando de forma comprensible, aunque sean evidentes sus pausas para realizar una planificación gramatical y léxica y una corrección, sobre todo en largos periodos de expresión libre.	Es capaz de iniciar, mantener y terminar conversaciones sencillas cara a cara sobre temas cotidianos de interés personal. Puede repetir parte de lo que alguien ha dicho para confirmar la comprensión mutua.	Es capaz de enlazar una serie de elementos breves, diferenciados Y sencillos para formar una secuencia lineal de ideas relacionadas.

Append 2. Company SWOT.

FORTALEZAS	DEBILIDADES
<ul style="list-style-type: none"> • Buen posicionamiento en buscadores de internet como google, yahoo, bing entre otros. • Una base de datos de correo electrónico de más de 200.00 usuarios. • Grandes cantidades de visitas diarias y mensuales en las páginas web, alrededor de 50.000 visitas por página. • Diversidad de productos para diferentes ámbitos del diseño y el diseño web. • Buen soporte al cliente. • Precios muy competitivos con relación a otras compañías. • Productos de excelente calidad. 	<ul style="list-style-type: none"> • Una altísima competencia por parte de muchas compañías. • Cambios recurrentes en la manera que los buscadores indexan las páginas. <ul style="list-style-type: none"> • Cambios en las políticas de spam del correo electrónico que llevan a que nuestros boletines algunas veces vayan a las carpetas de spam. • Una gran variedad de productos en el mercado con similar calidad y precio. • Dificil adaptación en idiomas diferentes al español y al inglés. • Solicitud recurrente de refunds por parte de algunos clientes.
OPORTUNIDADES	AMENAZAS
<ul style="list-style-type: none"> • Ampliar la gama de productos, incluyendo productos que cubran otras ramas del diseño que no hemos explotado. • Ampliar el soporte en otros idiomas. • Crear nuevas estrategias de mercadeo para ampliar las visitas y los posibles clientes. • Hacer un seguimiento más juicioso de posibles clientes o de clientes antiguos. • Buscar nuevos métodos de comercio electrónico que no se hayan explotado. • Contratar personal capacitado en otros idiomas diferentes al español y al inglés. 	<ul style="list-style-type: none"> • Perdida de posibles clientes por tiempos de respuesta excesivos o respuestas inadecuadas o no precisas. • Proliferación de productos gratuitos de similar calidad a nuestros productos. • Que empresas grandes y muy bien posicionadas quieran ingresar al mercado con productos muy similares. • Fallas técnicas en el servidor en la red de energía y demás aspectos que son muy difíciles de controlar. • Seguridad informática ha ataques de hackers y robo de información. • Competencia desleal por parte de ex empleados que tengan información importante de la compañía. • Fuga de información a otras empresas por parte de empleados o ex empleados. • Perder el control del equipo de trabajo, no hay un organigrama y un cronograma.

Append 3. Survey form.



**FACULTAD DE HUMANIDADES
TÉCNICO PROFESIONAL EN LENGUAS MODERNAS**

DIRIGIDA A LOS EMPLEADOS DE LA EMPRESA ICONSHOCK

NOMBRE: _____

1. ¿Cuál es su nivel de comprensión y expresión orales y escritas en la lengua inglesa?

A. B1

B. B2

C. C1

D. C2

2. ¿En su opinión, que ventajas y desventajas tiene dominar la lengua inglesa y sus factores culturales en la empresa de diseño gráfico ICONSHOCK?

3. ¿Cómo personal capacitado en el área artística en la empresa ICONSHOCK, cuál es para usted la estrategia de comunicación más relevante a la hora de comercializar los diseños teniendo en cuenta la cultura frente al contexto internacional?

4. ¿Según su criterio, que aporte positivo o negativo tiene posicionar en el mercado internacional, una empresa de diseño gráfico de origen colombiano?

5. ¿En la actualidad y a nivel nacional e internacional, que tan importante es la cultura en una empresa que trabaja en el área de diseño gráfico?

6. ¿Qué competencia lingüística, como capacitado en el área artística y que domina la lengua inglesa es la más adecuada a la hora de realizar negocios con empresas extranjeras?

A. Habla

B. Escucha

C. Escritura

D. Lectura

E. ¿Por qué? _____

7. Aparte de la lengua inglesa ¿Cuáles de los siguientes idiomas cree usted que se deben dominar en Iconshock a la hora de hacer negociaciones en el extranjero?

A. Alemán

B. Francés

C. Italiano

D. Mandarín

E. Otro: _____

8. ¿Cuál de los siguientes aspectos cree usted que son los más importantes a la hora de hacer negociaciones?

- A. Buen precio y calidad para los productos
- B. Comunicación y conocimiento del cliente
- C. Conocimiento de las costumbres y creencias del cliente al realizar un diseño
- D. Dominio del idioma y de las relaciones internacionales
- E. Otro: _____

9. ¿A cuál de los siguientes buscadores cree usted que se le debe pagar más por publicidad debido al número de visitas mensuales de la empresa?

- A. Google
- B. Yahoo
- C. Bing
- D. Safari
- E. Otro: _____

10. ¿Cuál cree usted que es la mejor manera de comunicarse para negociar con el cliente?

- A. Mails
- B. Chats
- C. Video llamadas
- D. Llamadas Telefónicas
- E. Otro: _____

11. ¿Cuál de los siguientes problemas cree usted que es el que más afecta a que la empresa Iconshock pierda sus cliente?

A. Caída recurrente del servidor

B. Mala comunicación con los clientes

C. Respuestas inadecuadas, retrasadas y mal interpretadas

D. Tardanza en los envíos

E. Otro: _____

12. ¿Cuál de los siguientes aspectos cree usted es el más amenazante para Iconshock a la hora de competir?

A. Fuga de información por parte de ex empleados

B. Productos con precios más bajos y baja calidad por parte de las otras compañías

C. Ataques por parte de hackers

D. Soporte técnico en otros idiomas por parte de las otras empresas

E. Otro: _____

13. ¿En su opinión que debilidades trae para la Empresa Iconshock que algunos de sus empleados no dominen la lengua inglesa?

14. ¿Qué fortalezas trae a la Empresa ICONSHOCK que todo su personal capacitado en el área artística, hable más de un idioma?

15. ¿Qué oportunidades ha tenido la Empresa ICONSHOCK en el mercado de empresas extranjeras, en cuanto a nivel de ganancias, gracias a sus diseños?

FIRMA DEL PARTICIPANTE

Autorizo que los datos anteriores
Sean utilizados en la investigación.

Append 4. Interview form.

ENTREVISTA A FUENTES SECUNDARIAS

EMPRESARIO EN EL ÁREA ARTÍSTICA

1. En su opinión ¿Qué debilidades y amenazas tiene una empresa de diseño gráfico, donde sus empleados no dominan la lengua inglesa?
2. Para usted ¿Qué aspectos culturales considera los más importantes en el campo artístico y cómo influyen en una empresa de diseño gráfico?
3. ¿Usted ha tenido alguna oportunidad en el campo artístico nacional e internacional, por el hecho de dominar la lengua inglesa?
- 3.1. ¿Qué beneficios le ha traído a usted en su vida laboral dominar la lengua inglesa?
4. ¿En su opinión, que ventajas y desventajas tiene dominar la lengua inglesa y su cultura en una empresa de diseño gráfico?
5. ¿Qué herramientas de comunicación utiliza más en la empresa?
6. ¿Qué competencia lingüística, es la más utilizada a la hora de comunicarse con los clientes?

Append 5: Business in Japan and China.

Negociadores japoneses	Negociadores chinos
<ul style="list-style-type: none">- Son impasibles: las emociones no deben demostrarse.- Valoran el beneficio total de un negocio o relación comercial.- Exigen la perfección: ausencia de errores, defectos, retrasos, etcétera.- Son muy corteses en la negociación. Utilizan mucho los silencios.- Consideran que establecer relaciones personales duraderas es más importante que la firma de un contrato.- Además del precio valoran sobre todo la calidad y la fiabilidad.	<ul style="list-style-type: none">- Son variables: pasan del entusiasmo a posiciones defensivas.- Necesitan obtener un beneficio económico en cada transacción.- Exigen muchas concesiones sobre las primeras propuestas.- Son más agresivos. Son los negociadores que más preguntan.- Los contactos personales (Guan Xi) son esenciales para hacer negocios.- Negocian el precio por encima de cualquier otra consideración.
<i>Fuente: elaboración a partir de MARION B.,</i>	

Append 6: Surveys.

PREGUNTAS	PARTICIPANTE 1	PARTICIPANTE 2	PARTICIPANTE 3	PARTICIPANTE 4	PARTICIPANTE 5	PARTICIPANTE 6
NIVEL DE INGLÉS	B1	B1	C2	B1	C1	B2
VENTAJAS Y DESVENTAJAS DE DOMINAR LA LENGUA INGLESA Y SUS FACTORES CULTURALES.	NO PODER ENTENDER UN TEMA	Posibilidad de conocer la forma de pensar de otras culturas y países.	Se abren muchas puertas y oportunidades de negocio, el factor cultural implica para mantenerse vigentes con los cambios en países de habla inglesa y adaptarse al tiempo.	Permite mantener una conversación con un rango más amplio de personas (posibles clientes). Entender la cultura y modismos permite entender mejor las exigencias de un proyecto.	Necesarias, teniendo en cuenta que es una empresa con clientes extranjeros.	Es fundamental, ya que los clientes son del exterior.
ESTRATEGIA DE COMUNICACIÓN MAS RELEVANTE	No responde	Resaltar ventajas del producto y generar emociones en la audiencia.	Exponer los diseños lo más simple posible.	El idioma (inglés)	Las redes sociales, es donde mayor alcance logra la empresa.	e-marketing
APORTE POSITIVO O NEGATIVO DE POSICIONAR UNA EMPRESA EN EL EXTERIOR	Se apoya más el diseño y al diseñador o ilustrador	Puede generar efecto de bola de nieve. Que las otras empresas sigan el ejemplo.	Se contaría como desventaja inicial por ofrecer un producto “moderno”.	Existen más posibilidades de crecimiento cultural y económicamente. Conocimiento de otra cultura, más posibilidad de negocio.	Ayuda a dar a conocer al país en el mercado internacional.	Totalmente positivo, abre la posibilidad de ampliar el portafolio de clientes y genera empleo.
IMPORTANCIA DE LA CULTURA EN UNA EMPRESA DE DISEÑO GRÁFICO.	No responde	Es tan importante como cualquier otra área. Hay más integración, confianza, trabajo en equipo, mejorando el entendimiento de los trabajadores y de la empresa.	Muy importante para saber qué cosas son, no son y podrían ser aceptadas.	Es importante conocer el contexto en que se venderá el proyecto, es decir, saber ciertos datos importantes acerca del cliente antes de diseñar algo; el idioma en que voy a diseñar, para quien voy a diseñar y eso es cultura.	No responde	Es fundamental en todos los aspectos de la empresa. Cultural de servicio al cliente, cultura corporativa, etc.
COMPETENCIA LINGÜÍSTICA MÁS IMPORTANTE	Habla	Todas para dar buen soporte al cliente.	Escritura: prioridad generar contenido y saber comunicarlo.	Escritura: negociar por email para corregir palabras para no pedir repeticiones.	Habla: es parte vital en la comunicación entre empresas.	Todas son claves.

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IDIOMAS QUE SE DEBEN DOMINAR EN ICONSHOCK	Francés	Hindi para mercados actuales Y Español para emergentes.	mandarín	Mandarín.	Alemán.	Inglés por costo y beneficio.
ASPECTOS MÁS IMPORTANTES PARA NEGOCIAR.	Comunicación y Conocimiento del cliente	Buen precio y calidad para los productos	Conocimiento de las costumbres y creencias del cliente al realizar un diseño.	Buen precio y calidad para los diseños.	Comunicación y conocimiento del cliente.	Buen precio, calidad, comunicación, conocimiento del cliente, dominio del idioma y de las relaciones internacionales.
A QUÉ BUSCADOR SE LE DEBE PAGAR MÁS POR PUBLICIDAD	google	google	google	google	google	google
MEJOR MANERA DE OCMUNICARSE CON EL CLIENTE.	Mails	mails	mails	mails	chats	Mails y chats
PROBLEMAS QUE AFECTAN ICONSHOCK	Caída del servidor	Tardanza en envíos.	Falta de claridad de cualidades, genera malinterpretaciones.	Mala comunicación con los clientes.	Mala comunicación con los clientes	Difícil posicionamiento de los productos.
ASPECTOS QUE AMENAZAN A ICONSHOCK	Productos similares	Productos de gran calidad a precios más bajos.	Fuga de información por parte de exempleados.	Soporte técnico en otros idiomas por parte de otras empresas.	Soporte técnico en otros idiomas por parte de otras empresas.	Productos con precios bajos y baja calidad por parte de otras compañías y ataques de hackers.

Disadvantages of not mastering and advantages of mastering the English language as its culture in business.

DEBILIDADES DE NO DOMINAR LA LENGUA INGLESA.	Menor comprensión de los productos en algunos aspectos y no lograr ver todo su contenido.	Se pierde la capacidad de dar un soporte integral porque no todos los empleados tienen las mismas destrezas y conocimientos.	Ninguno en tanto cuenta con el apoyo de quienes si saben.	Falta de comunicación con el cliente por no saber el idioma.	Depende del área de desempeño que se encuentre el empleado. A nivel interno no hay inconveniente pero externo sí.	No es tan importante ya que los que lo deben dominar, lo dominan.
FORTALEZAS DE DOMINAR LA LENGUA INGLESA EN ICONSHOCK.	Mejor comunicación relacionada a un idioma en particular y refuerzo del habla en los demás idiomas.	Se enriquecería el proceso creativo ya que se conocería mejor los requerimientos del cliente y se crearía un producto más personalizado.	Abrir nuevas oportunidades de negocio si el idioma es diferente al inglés. Si el idioma alternativo es inglés, hay optimización en la utilización del tiempo ya que no habría dudas que aclarar.	Comunicación con más gente, más clientes.	Mejora el nivel de calidad de a empresa ante los competidores.	Es clave para atender a clientes de ese idioma que no dominan el inglés.
OPORTUNIDADES DE ICONSHOCK EN EMPRESAS EXTRANJERAS.	No ha tenido oportunidades pero le ha permitido tener un gran nivel de ilustración.	No tiene datos al respecto.	Ha ganado un buen nombre por la calidad de los iconos y recomendaciones entre compañías en cuanto a diseños personalizados.	Tener un producto competitivo a nivel extranjero.	Bastante buenas por contar con diseñadores de gran experiencia que velan por la calidad del producto.	Todas, se ha creado el mayor stock de diseño del mundo.

Disadvantages of not mastering and advantages of mastering the English language as its culture in business.