

LOCAL AND GLOBAL COMMUNICATION IN MULTICULTURAL SETTINGS

- 3.1 Culturally Appropriate Terms, Expressions, and Images
- 3.2 Linguistics Preferences and Nonverbal Behaviour
- 3.3 Language Register for more Effective Communication

Freya Stark, in her book *The Journey 's Echo: Selections from Freya Stark (Ecco Travels)*, says, —Every country has its own way of saying things. The important thing is that which lies behind people 's words. Cultural differences result in misunderstanding, and —language, more than anything else, is the heart of culturell (Stevenson, as cited in Lee, 2017). This means that being proficient in English, for instance, does not guarantee our being able to fully understand what another speaker of English is trying to communicate unless we become fully aware of how that speaker uses English based on his own culture.

1. Words ending in –re in BrE end in –er in AmE.
centre, litre, theatre (BrE); center, liter, theater/theatre (AmE)
2. Words ending in –our in BrE end in –or in AmE.
colour, humour, neighbor (BrE); color, humor, neighbor (AmE)
3. Words ending in –ize or –ise in BrE end in –ize in AmE.
apologize/apologise, organize/organize, recognize/recognize (BrE)
apologize, organize, recognize (AmE)
4. Words ending in –yse in BrE end in –yze in AmE
analyse, breathalse, paralyse (BrE); analyze, brea halyze, paralyze (AmE)
5. Words ending in a vowel plus l in BrE double the l when adding ending that begin with a vowel, but the l is not doubled in AmE.
travel, travelled, travelling, traveller (BrE)
travel, traveled, traveling, traveler (AmE)
6. Words spelled with the double vowels ae or oe are just spelled with an e in AmE.
leukaemia, manoeuver, oestrogen, paediatric (BrE)
leukemia, maneuver, estrogen, pediatric (AmE)
7. Nouns ending with –ence in BrE are spelled –ense in AmE.
defence, licence, offence (BrE)
defense, license, offense (AmE)
8. Nouns ending with –ogue in BrE end with either –og or –gue in AmE.
analogue, catalogue, dialogue (BrE)
analog/analogue, catalog/catalogue, dialog/dialogue (AmE)

Language Register for more Effective Communication

Languages vary according to either the user or its use. Our previous lessons and discussions focused on dialects or variations according to the user (defined by variables, such as social background, geography, sex, and age-for example, American English, British English). Variations according to use, on the other hand, are called registers.