



UWI
ST. AUGUSTINE
CAMPUS



**LANGUAGE
& COMPETITIVENESS**

LANGUAGE AND COMPETITIVENESS: POSITIONING TRINIDAD AND TOBAGO FOR SUSTAINABLE DEVELOPMENT

Semaine de l'Amérique Latine et des Caraïbes, mai 2014.
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Overall objective:



- Foster sustainable economic development by promoting language and intercultural competence in trade and education, thereby enhancing national competitiveness.

Specific objectives:



- Update the sociolinguistic profile of Trinidad and Tobago.
- Evaluate the added value of linguistic and cultural skills in key sectors.
- Make recommendations for capacity building in languages and competitiveness.
- Enhance and sustain the campus focus on languages and international competitiveness.

The sub-Projects:



- Language Audit.
- Trading with China: Linguistic, Cultural and Sociological Factors in Doing Business with China.
- Language Use within Spanish-English bilingual families in Trinidad and Tobago.
- An investigation into the value placed on linguistic skill and expertise in the workplace.
- Implementation of a Language Management Strategy.

Methodology:



A mixed approach has been adopted incorporating quantitative and qualitative data collection methods.

- Phase I – Pilot language audit of plurilingual UWI St. Augustine staff
- Phase II – Language audit, research into language and cultural competence in the workplace and trading with “high context cultures”
- Phase III – Applied research in the implementation of language management strategies, the economic valuation of linguistic competence and the dissemination of research products.

Project summary



- Language Audit – pilot successful, refining questionnaire tool which will be distributed to pockets of migrant populations.
- Trading with China – workshops being conducted, database of local companies presently trading with China being generated.

Project summary



- Language Use within Spanish-English bilingual families – target population being identified, questionnaire tool designed and awaiting dissemination.
- An investigation into the value placed on linguistic skill and expertise in the workplace – questionnaire tool designed and awaiting dissemination.

Challenges



- Engaging stakeholders in the business sector
- Identifying pockets of migrants
- Bureaucracy

Questions

