AMMATTIKIELI JA -VIESTINTÄ TYÖELÄMÄN NÄKÖKULMASTA

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Ammatillinen kieli- ja viestintä työelämän tarvetutkimusten pohjalta

- Professionaalinen kieli ja -viestintä
- Kielentutkimus
- Työelämän kielitarpeiden tutkimus
- Työelämälähtöisen oppimisen tarpeet
- Kielen ja viestinnän ammattilaisten tiedontarpeet

Professional communication

- Professional communication involves two things:
  - communicating *as a professional* and
  - communicating *to a professional standard*.
- The expertise of a professional involves
  - *mastery of a body of knowledge,*
  - *mastery of skills* and
  - *the responsible use of this knowledge and these skills* – i.e. understanding of, and commitment to, professional ethics (Boswood 1999:4-6).

Boswood (1999) Redefining the professional in international professional communication. In Levitt, C.R. & Goswami, D. (eds) *Exploring the Rhetoric of International Professional Communication: An Agenda for Teachers and Researchers.* Amitville, N.Y.: Baywood Publishing Company Inc.. Boswood's Technical Communication Series.

Focus of communication		Language and communication at work Top down approach	Spheres of learning in language and communication examples for a software engineer
8	macro	Wide horizons	Global business, economics, EU, country
7	macro	Society and culture(s)	Industry and business
6	**macro**	**Discourse community practice of the field (organization cultures)**	**Language/communication situations - within organizations of the field (e.g. ICT; field context), - organizational communication (e.g. company X) , - language of adjacent professions (e.g. engineers, business experts) -inter-professional communication (interdiscursive practice)**
5	**macro**	**Range of communicative events of a profession and culture(s)**	**Communication situations in software engineering (in group professional context); Professional interaction**
4	micro	Communicative event	Discourse of genres, e.g. meetings, presentations
3	micro	Speech act	Communication strategies, politeness
2	micro	Utterance	Grammar, vocabulary, pronunciation, stress
1	micro	Sign	Meanings (designata), words

Language training organizers (S1)
- principle of scoping
- principle of grouping
- principle of realistic extent and course format
- principle of professionalism
- principle of empowerment
(- principle of authenticity)

Teachers, trainers (S2)
- principle of authenticity
- principle of scoping
- principle of professionalism
- principle of authorization and anchoring
- principle of empowerment
(- principle of grouping)
- emancipatory LCPP teacher development

Learners/Employees (S3)
- principle of agency and autonomy
- principle of grouping
- principle of scoping
- principle of professionalism
- principle of empowerment
(- principle of authenticity)
- skills profile: too few languages, shortage of oral skills and intercultural skills; tools for analysis, thinking and learning

Language and Communication for Professional Purposes

European language policy
- plurilingualism, pluriculturalism
- cultural and linguistic diversity
- White Paper on Education and Training 1995; aim: 2 languages requirement besides one's native language
- transparency of education
- transparency of formal and informal language learning
- intercultural communication competence emphasis
- CEFR

National policy makers (S4)
- language program policy from 1979
- changed linguistic eco-system
- statistics only partly collected
- need for regular updates for language program policy
- monitoring of national language resource not assigned to any government body
- models for language policy lack the element of societal needs analysis of (industry, business…)
- needs analysis practice is unsystematic and incompatible

Professional Communication

Textual knowledge
- Communication situations
  - Genres
  - Texts
    - Oral
    - Integrated
    - Written

Global, institutional and organisational knowledge
- Social domain
- Field
- Values
- Focal themes
- Communities of practice
- In-group/Out-group members
- Critical incidents
- Crucial sites
- Organisation culture
- Strategy
- Vision, mission

Social action knowledge
- Discourse community alignment
- Cultural considerations
- Tacit/implicit transfer
- Improvisation
- Expressions of trust
- Verbal/non-verbal

Participant knowledge
- Age
- Career history
- Job profile
- Status
- National culture
- Competence profile
- Capabilities
- Character