

Introduction

According to a report by the British Council,¹ non-native speakers of English now exceed the number of native speakers by an estimated ratio of 4:1 – and that number continues to grow.

If English is a global language, what's the problem?

The English that you, as a native speaker, use at home or with friends is unlikely to be the English that overseas associates have learned through more formal language training.

Problems in communication arise when there is no awareness of this difference.

¹ <https://www.britishcouncil.org/sites/default/files/english-effect-report-v2.pdf>

IS THAT CLEAR?

A 2015 survey of a NATO² working group looked at this very issue. The group consisted of around 30 members representing 25 countries. One of their findings was that

“...native speakers of English are not always good at adjusting their English to the manner and level that is used.”³

Is this the right book for you?

Yes, if you're a native speaker of English and you work or socialise with people from other countries who don't speak English as their first language.

²North Atlantic Treaty Organization

³'English as a lingua franca used at international meetings', Jana Barančicová & Jana Zerzová, Masaryk University, Czech Republic

Each chapter only takes a couple of minutes to read but offers invaluable advice that will reap long-term benefits.

Condensed into bite-sized chapters, ***IS THAT CLEAR?*** offers tips and strategies on how to adapt your language for more successful international communication. This handy reference tool is accessible and quick to read for the busiest of people.

In the book we use the following abbreviations:

E1: Refers to people who speak English as their first language or the language they feel most comfortable speaking.

E2: Refers to people who **don't** speak English as their first language. It may be their second, third, fourth language etc.