

ROLUL LIMBILOR STRĂINE ÎN AFACERI

THE ROLE OF FOREIGN LANGUAGES IN BUSINESS

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Abstract: The European contemporary linguistic landscape brings to the forefront the concept of multilingualism, which is valued both as an asset and as a commitment to contribute to the intercultural dialogue, social cohesion and prosperity. The quantitative evolution in terms of quality and information from the media has remained a major obstacle, summarized by the biblical myth of the crash of the Babel Tower, in other words, the risk of a communication blockage. Finding a universal language to overcome the difficulties in communicating between people belonging to different linguistic cultural areas remains a utopia. In its absence, English has become “lingua franca” in business. However, the knowledge of other languages is a competitive asset. In the current context of globalization, linguistic knowledge proves to be extremely useful or sometimes indispensable. Multilingual communication and intercultural competences can pave the way for new business opportunities.

Keywords: multilingual communication, intercultural competences, business opportunities, language skills