



UNIVERSITÀ DEGLI STUDI
DI MILANO

DICOEN 2009
FIFTH INTERNATIONAL CONFERENCE
ON DISCOURSE, COMMUNICATION AND THE ENTERPRISE
CONFERENCE PROCEEDINGS

Edited by
Miriam Bait and Maria Cristina Paganoni



Università degli Studi di Milano, Italy
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LUBRINA EDITORE

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Facoltà di Scienze Politiche, Università degli Studi di Milano*

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Organizing Committee

Giuliana Garzone, Miriam Bait, Paola Catenaccio, Chiara Degano, Maria Cristina Paganoni
Tel. +39 0250321628/35/39, Fax +39 0250321654
Website: <http://users.unimi.it/DICOEN09>
E-mail: dicoen2009@unimi.it

Università degli Studi di Milano, Facoltà di Scienze Politiche
Dipartimento di Lingue e Culture Contemporanee
piazza Indro Montanelli, 1
20099 Sesto San Giovanni - Milano

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Public Speaking in International Business Contexts: Portraits of the Global English Speaker

Public speaking is a benchmark for testing both the effectiveness and the efficiency of speech communication in English, among native and non-native subjects. The present study aims at demonstrating the relevance of fundamental components of public speaking, such as speech construction, delivery, and argumentation in a culturally and linguistically heterogeneous group of businessmen using English as an International Language.

We will try to show how the public speaking domain could become one of the main specific communication tools in the training of financial and business experts. Issues such as determining the validity of evidence, assessing the adequacy of proof, deciding when conclusions are justified in the light of proof and evidence, and being effective and efficient in oral production, are re-emerging not only as personal or pedagogical concerns but also as a prerequisite at the heart of any oral production in English.

The applications of the concepts of effectiveness and efficiency to English texts and contexts, and to fields other than English linguistics (economics and business, among others) are fundamental in order to describe the internationalized domain of public speaking, both diachronically and synchronically. Different approaches to the study of public speaking in international contexts will be considered here, including analysis based on: communicative effectiveness, argumentation, and globalization.

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