

## PluriLingua™ (series)



Interpreting cultural differences, adding nuances in foreign languages, reading ‘between the lines’ and understanding implicit messages, negotiating offers, handling complaints, presenting your company, ...

This successful series was nominated as one of the best Leonardo da Vinci products. It is the result of a fruitful collaboration between 50-odd universities and companies from BE, CZ, DE, ES, FR, HU, IR, PL, SK, UK, RO, AT.

Interpreting **cultural differences**, adding nuances in **foreign languages**, reading ‘between the lines’ and understanding implicit messages, negotiating offers, handling complaints, presenting your company, keeping track of your business partner’s speaking pace, conducting a relaxed dinner conversation, describing the technical conditions of a product...

This and many other practical things you will learn with

- 500 multimedial and various exercises
- more than 30 authentic dialogues (with various regional accents and speaking rhythms)
- functional reference pages (typical errors in the foreign language because of the mother tongue, grammar, thematic vocabulary, tips on how to negotiate with a business partner from another culture...)
- a specialised electronic dictionary (with very easy search engines, either in the mother tongue or in the foreign language)

All comprised in a **unique and pragmatic concept**: you will learn how to communicate in the **most efficient way** so as to handle **various professional situations** successfully. All included in each of the **34 interactive multimedia modules** (available via internet), which combine (your) source language and culture to your business partner’s target language and culture):

You find the different combination models below:

Nederlands > Français		
Nederlands > Deutsch	Slovenčina > English	Cestina > Deutsch
Nederlands > Polski		Cestina > English
Nederlands > English		
Français > Nederlands	Español > Nederlands	Deutsch > Nederlands
Français > Deutsch	Español > Français	Deutsch > Français

Français > Polski	Español > Deutsch	Deutsch > Polski
Français > English	Español > Polski	Deutsch > Română
Français > Română	Español > English	Deutsch > English
English > Nederlands	Polski > Nederlands	Magyar > Nederlands
English > Français	Polski > Français	Magyar > Français
English > Deutsch	Polski > Deutsch	Magyar > Deutsch
	Polski > English	
<b>Română &gt; Français</b>		
<b>Română &gt; Deutsch</b>		

**Furthermore, you can order a package tailored to your needs with an additional culture (China, Japan, Finland, Italy, Turkey, Austria).**

Examples: You are doing business with a Pole in English. You would find it practical if you added the tips regarding the target culture Polish to your learning module with English as the target language/ culture.

Or suppose you are doing business in China by means of English. You would find it practical if you added some tips regarding the Chinese target culture to your learning module with English as the target language/ culture.

E-learning package for complete self-study or guided self-study. Do you prefer guided self-study and you are looking for a coach for guidance? Please contact us: [info@commart.eu](mailto:info@commart.eu)

### **International research at basis of PluriLingua**

The interactive, multimedial modules “Intercultural Communication for Managerial Staff” were developed within the framework of the European projects LEOMEP, LEOMEP-MULTI and COM-I-N-EUROPE. These projects were financed by the European Leonardo Da Vinci Programme. In an initial stage, empirical research was carried out into the intercultural communicative needs and problems faced by managerial staff in 7 EU countries. The research results generated the contents of the Plurilingua™ modules. At the same time, the multimedial and user friendly author platform for e-learning (Lingu@Tor) was developed, in which these contents were implemented. This makes the Plurilingua™ modules very suitable for (guided) self-study: interactive and applicable to various learning styles.

The following partners were involved in the development of the interactive communication modules:

### **Instigator of the project and content coordinator:**

**UHasselt (former Limburgs Universitair Centrum)**

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### **Partners:**

- **Vlaamse Ingenieurskamer** - Antwerpen (BE)
- **VKW - Limburg** - Hasselt (BE)
- **Brainlane** - Genk (BE)
- **HEB - ISTI** - Bruxelles (BE)
- **Tomas Bata University** - Zlin (CZ)
- **Tajmac – ZPS a.s.** - Zlin (CZ)
- **Universität Paderborn** - Paderborn (DE)
- **Landesverband des Sächsischen Gross- und Aussenhandels/Dienstleistungen e.V.**  
**Dresden** - Dresden (DE)
- **Universidad Europea de Madrid** - Madrid (ES)
- **Asociación Española de Ingenieros de Telecomunicación** - Madrid (ES)
- **Université du Littoral et de la Côte d'Opale** - Dunkerque (FR)
- **Chambre de Commerce et d'Industrie** - Dunkerque (FR)
- **University of Debrecen** - Hungarian Language School (HU)
- **Business-Net Bt** - Debrecen (HU)
- **University of Limerick** - Limerick (IR)
- **Chamber of Commerce** - Limerick (IR)
- **Wyższa Szkoła Handlowa we Wrocławiu** - Wrocław (PL)
- **Dolnoslaska Izba Gospodarcza** - Wrocław (PL)
- **Akademia Ekonomiczna im. Oskara Langego** - Wrocław (PL)
- **Univerzita Mateja Bela - Banská Bystrica** (SK)
- **InterAct International** - Newcastle upon Tyne ( UK )

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