

- 
- ▶ Student Name: Fasilat Abiodun Sanyaolu
  - ▶ Student ID: 2129103
  - ▶ Lecturer's name: Lisa Bassier, Giulia Chifari, Heidi prosser
  - ▶ Module title: Foreign languages
  - ▶ Module Code: BMIH5003
  - ▶ Assignment Title: Portfolio



AMPERSAND HOTEL, LONDON

WORKING GUIDE FOR MULTICULTURAL EMPLOYEES ON  
THE FRENCH LANGUAGE AND CULTURE

# What is Multiculturalism?

There are three possibilities which will be briefly discussed below (Aunaas, 2018)

1. Segregation: This involves separating all the different cultures that exists in a society with little or no interactions between them.
2. Assimilation: In this system, the minority group is pressured to adopt the culture of the majority group.
3. Integration: Also known as Multiculturalism, In this system, all the different cultures that exists in the society coexist peacefully and are known for their distinctive identities while being encouraged to develop side by side with other cultures.

According to Berkes, 2010, Multiculturalism is a set of beliefs which acknowledges, promotes and encourages everyone to embrace affinity and knowledge with every culture present in the society.

# BENEFITS OF MULTICULTURALISM

- ▶ It facilitates growth and development in an organization or society
- ▶ It contributes to the facilitation of a stronger and virile social network
- ▶ It engenders creativity, new insights and better vision in an organization
- ▶ It expands the ability of an organization to serve its customers
- ▶ It instills leadership abilities (Martinuzzi, 2023)

# IMPORTANCE OF LANGUAGE AWARENESS SKILLS FOR HOTEL STAFF

► Language awareness is germane for every employee in an hotel setting. Language is very important for efficient communication. Its importance are as follows;

1. It enables effective communication between hotel staff and visitors.
2. Language awareness enables the hotel staff to efficiently cater for the needs of hotel visitors.
3. It makes room for globalization of service in the hospitality industry.
4. It enables hotels to incorporate other cultural ideologies in their service structure (Liddicoat and McCornachy, 2019).
5. It engenders the formation of core organizational values that transcends linguistic or cultural relevance (Byram, 2021)

# OVERVIEW OF THE FRENCH LANGUAGE

- ▶ French is the language native to France.
- ▶ It is the official language adopted in over twenty five countries.
- ▶ It took its origin from the Latin language (Posner and Sala, 2023)
- ▶ The Foreign Service Institute classifies it as one of the top ten easiest languages to learn (Danon, 2023)
- ▶ The French Language is classified as a Romance Language.
- ▶ This makes it have a lot of words and grammatical attributes in common with Portuguese, Spanish, Romanian and English.
- ▶ It takes 600 hours for the average student to learn French.
- ▶ As a native speaker of any of the Romance Languages, learning French is much easier and doesn't take as long as 600 hours (Danon, 2023).

# OVERVIEW OF THE FRENCH CULTURE

- ▶ The French culture is associated with Fashion, Architecture, Art and Cuisines
- ▶ In the business context, the French are very organized people. They value punctuality a lot. Always confer with their secretary in all official matters.
- ▶ Paris is the centre of Fashion. They value good dressing. Always ensure to appear at your best. Let your dressing be complete and proper at all times (Schroope, 2017).
- ▶ In dealing with them, you must be patient. They can be slow decision makers. Dont urge them nor apply pressure. Just wait.
- ▶ Be persuasive at all times! They prefer that.
- ▶ Ensure to always address them by their title (Maguire, 2022).

# REFERENCES

- ▶ Liddicoat, A. J. & McConachy, T. (2019). Meta-pragmatic awareness and agency in language learners' constructions of politeness. In T. Szende & G. Alao (Eds.), Pragmatic competence in L2: Focus on politeness (pp. 11-25). Brussels: Peter Lang.
- ▶ Byram, M. (2021). Teaching and assessing intercultural communicative competence: Revisited. Bristol: Multilingual Matters.
- ▶ Aunaas, L., 2018, Three models of a Multicultural society. Available from: <https://ndla.no/en/subject:1:c8d6ed8b-d376-4c7b-b73a-3a1d48c3a357/topic:9e6c9f83-32a1-4cb4-977a-7a780c4948a3/topic:216b0507-dc33-4745-86f4-445b5fab8984/resource:1:89615> [Accessed 17 October 2023]
- ▶ Martinuzzi, B., 2023, The benefits of being Multicultural, Available from: <https://www.mindtools.com/blog/the-benefits-of-being-multicultural/> [Accessed 17 October 2023]
- ▶ Danon, C., 2023, How hard is it to learn french, Available from: <https://www.mindtools.com/blog/the-benefits-of-being-multicultural/> [Accessed 17 October 2023]
- ▶ Scroope, C., 2017, Business Culture, Available from: <https://culturalatlas.sbs.com.au/french-culture/french-culture-business-culture> [Accessed 17 October 2023]
- ▶ Maguire, A., 2022, 13 Interesting things you should know about the french business culture, Available from: <https://www.thepolyglotgroup.com/blog/things-you-should-know-about-french-business-culture/> [Accessed 17 October 2023]
- ▶ Berkes, L., 2010, The development and meaning of the concept of Multiculturalism, International Relations Quarterly, 1(4), 1-6, 2010.