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**Towards Success in
Communicating and
Teaching Internationally**
Teach and Talk Like
You Walk

**Marijana Prodanović
Begoña Crespo**

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PREFACE

Written in the form of a manual, this text is aimed at those who, irrespective of their age and profile, teach or communicate at an international level. It asks a number of questions relevant to the field and tries to answer them by means of practical and hopefully useful illustrations.

Over its 9 chapters, *Towards Success in Communicating and Teaching Internationally: Teach and Talk Like You Walk* seeks to shed light on common issues which those who interact in intercultural contexts often struggle with. It does this by offering a series of theoretical notions presented in a succinct, user-friendly way, these having the goal of setting the scene for what is to be examined and discussed subsequently. All components are introduced in an illustrated way, and thus the manual aims to explain and develop them with vivid, real-life scenarios and thought-provoking illustrations, as well as with follow-up questions and tasks. Furthermore, to facilitate users' navigation through the text, each of the chapters is enriched with chapter abstracts, keywords, review tasks, real-life voices of international teachers and communicators, all of these pertaining to the topics covered; chapters also have reference lists (these of a somewhat different structure for the first and last chapters) for further reading on the topics covered therein.

Communicating cross-culturally, as many of us know, can be an ordeal. Moreover, it is frequently the case that the communicative flow does not develop in the way we had expected; on the contrary, exchanges with those from other cultures sometimes involve misinterpretation, or

might even fail. Given that teaching is an ordeal in itself, doing so cross-culturally demands a very specific skillset.

The last few decades have seen a steep rise in world travel and mobility, with people interacting more often and in greater numbers for a variety of purposes, including education. In the current era, international education seems to be experiencing a peak. We now have the largest ever number of international schools of one sort or another, and as a consequence the involvement of students and teachers in cross-cultural contact is also at its highest level. Learning how to understand and properly respond to those with whom we communicate internationally is now a crucial aspect of the teaching profession.

For success in communicating and teaching interculturally today, knowledge of a (foreign) language is a key element. To this we can add an awareness of cultural intelligence, including, but not limited to, the concepts of face, politeness, cultural iceberg, language sensitivity, inclusivity, and high- and low-context cultures, among many others. And this is precisely what the current manual is about!

We hope you will not only enjoy it but also find it useful.

Let us teach and talk internationally as smoothly and naturally as we walk!

Belgrade, Serbia
A Coruña, Spain

Marijana Prodanović
Begoña Crespo

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Apart from that, Ms Prodanović is an active international lecturer and trainer in the field of intercultural communication, effective communication, and leadership. She has actively participated in international projects and pursuits and (co-) organised over 50 events of the kind—conferences, round tables, workshops, trainings, language schools—aimed at encouraging multilingualism in the country (region). It is also a worthy note that she is the president of the English Language Association of Serbia, as well as co-editor-in-chief of SingiLogos journal.

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