BACK TO BASICS – GRAMMAR FOCUS IN TEACHING BUSINESS NEGOTIATIONS

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Abstract: Negotiations are generally acknowledged as a phenomenon pertaining to all aspects of life. Whether in relation to power and persuasion, to culture and non-verbal communication, falling into various categories, depending on their nature or purpose, negotiations will probably never cease to be a core topic in any Business Communication curriculum. Nonetheless, grammar focus has been rather overshadowed by LSP specialists' growing interest in fluency, culture and emotional intelligence-related aspects. The aim of this paper is to mark a return to the importance of grammar in teaching negotiation skills by identifying some means to integrate it within the curriculum and to ensure its successful acquisition among business students.

Key words: LSP; communication; linguistics; curriculum

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