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DAVID LANDSMAN AT THE UDG TRIBUNE



REPORT FROM THE TRIBUNE LEARNING TO SPEAK THE LANGUAGE: EXPERIENCES FROM DIPLOMACY AND BUSINESS UDG

Guest Lecturer: **David Landsman, Executive Director, Tata Ltd.**

Topic: **Learning to speak the language: experiences from diplomacy and business**

Director of the Tribune: **dr Maja Drakic-Grgur, Dean of the Faculty for International Economics, Finance and Business, UDG**

October, 3rd 2014

Guest lecture of Mr. David Landsman, General director of Tata Ltd. and former British diplomat has been organized at the UDG, on Friday, October 03rd, 2014. There were around 250 participants in the Amphitheatre including guests from British Council and the Embassy of United Kingdom in Montenegro, around 200 students of undergraduate, postgraduate and PhD studies from the UDG, around 20 guest students from the University „Mediterranean“ and the University of Montenegro, together with the professors and teaching staff from the UDG and others. All of them took active part in the Tribune.

After introduction of the Director of the Tribune dr Maja Drakic-Grgur, ms Vanja Madžgalj, Country director of British Council in Montenegro, gave a short introduction regarding the 20th anniversary of the British Council in Montenegro. Following her introduction, dr David Landsman took the floor and opened several broad issues concerning language, followed by Q&A session.

- The first topic dr Landsman has discussed was the language itself, making especial emphasis on the necessity of learning language in order to communicate efficiently. The attention was also drawn to the cultural dimension which consists of the prejudice based on the certain accent of a certain language known only to those born within that culture.
- The second issue was related to the language of diplomacy and politics, with the emphasis on the language of bilateral and multilateral diplomacy. Former included dialogue mainly with the local people, while latter included communication mainly with other diplomats. Thus the primarily difference lies in the importance of understanding who one needs to communicate to and learning to speak the language having that in mind.
- The third topic opened by dr Landsman was the use of language in business, with special focus on different types of communication from Power Point Presentations, and graphical presentations to verbal ones.

Dr Landsman's speech was followed with several comments and questions on issues opened during the lecture. Beside Vanja Madžgalj, Country director of British Council in Montenegro, students actively participated in the discussion (Ines Pajovic, PhD student from the PhD studies "International Economics" at the Faculty for International Economics, Finance and Business, UDG; Jovana Drobnjak, Msc student from the "International Economics" at the Faculty for International Economics, Finance and Business, UDG; and a young lady from the University of Montenegro, Faculty of Economics).

Issues raised in Q&A sessions were related to:

- The lost in translation occasions - the cultural dimension of Balkan regarding the time spent as the Deputy Head of Mission in Belgrade in 1997.;
- The lack of UK investments in Montenegro;
- The issue of direct communication in Montenegro within the business sector;
- Comparison of the NEXT project based on collaborative platform for knowledge transfer between researcher and business sector to the innovation process of Tata Ltd, etc.

Despite the fact that there were many more questions from the audience and many issues opened for discussion, the floor of the Tribune was closed after limited 75 minutes.

PHOTO REPORT:







