Why Language Is The Best Technology
Humans Have Ever Invented

Linguistics and Tech LSA 2018

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Language is the primary technology we use to accomplish our daily tasks.
Of executives cite ineffective communication as being the reason for workplace failures
33% of employees say that lack of open communication has the most negative impact on morale.
“Ineffective communication” => [technological failure]

“Lack of open communication” => [refusing to use company technology/technological processes]
96% of executives cite technological failures as being the reason for workplace failures. That’s sort of embarrassing! It’s 2018!
When we re-frame language as a technology, all of a sudden we become motivated to make sure that it runs smoothly.
How do we, as linguists, bring linguistics to business that don’t know they need it?

“Memra Language Services adds the missing piece and helps you take advantage of the technology you’ve always had at your disposal, but never learned to use”
What can Linguistics do? Linguistics can...

- Compose more effective emails.
- Highlight stock phrases to listen for and use in challenging linguistic situations.
- Give you real data on how your employees are using language at work - and how this affects your workplace culture.
- Help you reach the right clients.
- Design a professional development or continuing education experience tailored to your workforce.
- Host a language-oriented team building event.
- Brainstorm solutions to serious linguistic problems.
- Give you a fresh perspective on marketing and diversity.
Here’s the thing:

Language is **CONSTANTLY** changing.

...and these changes reflect the values and beliefs of the next generation: your clients, customers, and coworkers.