**Article Analysis**

**UK exports beaten by the language barrier?**

**Note to teachers:** Vocabulary given can be used to help explain unknown words/phrases, to ask the client for synonyms to show understanding, or to ask client to find a synonym for the word/phrase given in the definition.

eg. Find synonym of improve/help/encourage = boost

**Précis:** The article is about the problems faced by UK web retailers. Only 18% of internet users in EU buy in a language besides their own. Research found that UK companies are missing out on export by not providing multilingual sites. It also addresses the legal and logistical problems of trading in Europe.

**Cultural References:** Eurobarometer is a series of surveys regularly performed on behalf of the European Commission since 1973.

Lingo24 is a UK-registered translation company that was formed in 2001.

Common Sense Advisory is an independent Massachusetts-based market research company.

**Headline:**

*beaten by* - *defeated by*

*the language barrier – obstacle / obstruction to communication*

What do you think the title means? What might the article be about? (if client hasn’t read it)

Why is there a question mark?

**Paragraphs**

1. *less likely – less probable, less inclined*

‘should swap shopping carts for un chariot’ – why has the author of the article used this phrase?

Do people in Europe buy from online sites that are not in their language?

Would you order from a site that is not in French? How often? Would you be more likely to buy from a multilingual site?

2. *public-opinion monitoring –monitoring what people think/feel/say*

*wing – part, section*

*besides – other than*

What is Eurobarometer? What does it do?

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What did it find out from its survey?

How many of the consumers questioned did not order from a website in another language?

Have you ever used an ecommerce site in English? In any other language?

3. *fair enough – all right, normal, to be expected*
   *web-savvy – well-informed, understand the internet*
   *MD – managing director*

Why shouldn’t this news bother UK companies? But why is it a problem?

What were the disastrous placings of the two UK companies on the list of best websites for global and multilingual visitors?

4. *elsewhere – in another place, here means results of another survey*
   *common sense – good judgment, practical sense, logic*
   *advisory => advise – inform, recommend*
   *fail - be unsuccessful/unable*
   *reach – attain, get access to*
   *golden opportunities – excellent occasions*
   *boost – improve, help, encourage*
   *recovery – return to normal, improvement, amelioration*

How much of the internet-using world population consults English-only websites?

What does ‘missing golden opportunities’ mean?

Why would multilingual UK ecommerce sites ‘boost the nation’s slowing export recovery’?

How are governments trying to boost export recovery?

5. *outfit - company, business organization*
   *counterpart – equivalent*
   *the latter – the last-mentioned, second-mentioned*
   *border – frontier, boundary*

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What other problems are there for small companies in the UK?

Why is it easier for small outfits in America to expand?

What does the former refer to? And the latter?

What are the legal and logistical problems faced when trading across borders in Europe?

6. struggle – to progress with difficulty

What other angles ‘may help get your product or service out to the biggest possible audience’?

Do you think it’s amusing that the author has chosen to use French phrases?

Conclusion: Did you learn anything new from this article? Are there any interesting points you will remember?

On the whole, do you agree or disagree with the points put forward in the article?

Going Further

What other problems face businesses/ecommerce websites wanting to export?

If you had an ecommerce website, would you create it in more than one language? If so, in which languages and why?

What other important criteria do you need to consider when creating a retail website?

Discuss importance of the following: speed, security, advertising, appearance, user-friendliness

How could small UK companies reach more customers (apart from a choice of languages)?