

# Advocacy Project

***“The changing context of our world and related implications”***



| Change   |        | Implication  |
|--|--------|--|
| increased access to and use of ICT; mass communication is global and instantaneous   | →      | rapid movement of ideas, knowledge and creativity of people  |
| increased movement of people (voluntary or forced)   | →<br>→ | societies around the world have become increasingly multilingual and multicultural<br>people’s daily lives are made up of intercultural encounters ie. people of different languages and cultures interacting together |
| global interdependence of nations  | →<br>→ | people need to be able to communicate across languages and cultures<br>people experience a wider range of interactions with people who speak diverse languages; scope and nature of communication have changed         |
| development of information, knowledge and service-based economies  | →      | recognition that not all information and knowledge are made in English and not all services are provided in English  |
| working in learning organisations in which people need to see the big picture, understand subtle relationships and develop cooperation | →      | need high level communication skills and ability to work with others in teams, in all their diversity  |