



Language Sensitivity: The Concept Analysis

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ABSTRACT

This research aims to explore the concepts of “sensitivity” and “language sensitivity” from multidisciplinary perspective to better understand the phenomena and interpret them through the lens of communication. This will help us define the concept of “language sensitivity” that is the subject matter of this study. We draw on our previous empirical part of the interdisciplinary study. To analyze the interpretations of language sensitivity by various groups of respondents and understand how it can be revealed in professional communication, we conducted 24 in-depth semi-structured interviews with business practitioners, professors, business school students and alumni and observed the communicative behavior of 50 students in the language and communication courses. The study seeks to test the hypothesis that language-sensitivity of business communicators is the ability to detect appropriate language choices by interpreting verbal and non-verbal communicative behavior and communicative intentions of themselves and others, predict and evaluate the impact of their language choices on different social and professional groups when they produce their communicative solutions in the spoken and written forms. In the further stage of the research, we aim to design the methodology of developing and measuring the ability of language sensitivity.

Keywords: sensitivity, language, language sensitivity, ability, communication, communication theory, communicative behavior, professional communication