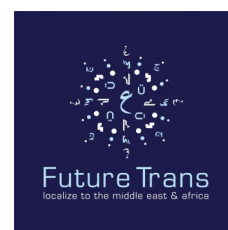


We Speak One Language



Issue 1, July 2011

From the Editor

Dear We Speak One Language

Welcome to Future Trans. First newsletter, hopefully the first in a long line of newsletters to come.

Future Trans. has realized the growing need to establish an external news letter communication tool. Our optimum goal is to ensure that all localization industry is well connected and fully aware of the Middle Eastern and African culture language and habits.

To the end, we have created this newsletter to keep you abreast of the latest news and development in localization in the Middle East and Africa region, and we hope that you will enjoy receiving our newsletter in this format.

Should you not prefer to receive this newsletter from us,

please contact reham.gad@future-trans.com

Enjoy the read!



We Speak One Language a monthly newsletter prepared by Future Trans. Marketing team that brings you news from the Middle East and Africa region, and gives you useful information about right at your finger tip.

For more info. Please contact.

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The Origins of Turkish

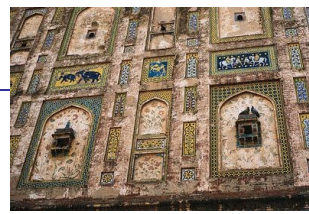
The Turkish Language originated in The Altay Mountain Range in Northern Siberia centuries ago. For this reason it is called an Altaic Language. As the nomads expanded further into Asia Minor, they brought their language with them to Turkmenistan, Kazakhstan, Uzbekistan, Azerbaijan and other countries.

Many of these languages are mutually intelligible although local usage and vocabulary, spelling and alphabet may differ - however they all exhibit the same grammatical structure of agglutination and vowel harmony. Turkish being a language emanating from Central Asia, is spoken from the borders of Greece to the hinterland of Western China, there may also be some affinity with the Hungarian, Finnish, Korean and some of the indigenous American Indian languages. The Ottoman Empire brought the language to the gates of Vienna and to Arabia, Egypt and Northern Africa as their empire flourished. It is because of this expansion that the language and vocabulary is peppered with words from Arabic, Persian and European languages. These imported words mostly (but not always) follow the basic grammar and vowel harmony of native Turkish.

<http://www.turkishlanguage.co.uk/about.htm>



Business Etiquette & Protocol in Pakistan



Building Relationships & Communication

. *Third-party introductions are a necessity in this relationship-driven culture.*

. Pakistanis prefer to work with people they know and trust and will spend a great deal of time on the getting-to-know-you part of relationship building.

. You must not appear frustrated by what may appear to be purely social conversation.

Pakistanis are hospitable and enjoy hosting foreign guests.

. Relationships take time to grow and must be nurtured.

This may require several visits.

. Pakistanis often ask personal questions as a way to get to know you as a person.

. If possible, it is best to answer these questions.

. Pakistanis do not require as much personal space as most western cultures. As such, they will stand close to you while conversing and you may feel as if your personal space has been violated. Do not back away.

. Pakistanis are generally indirect communicators.

. Always demonstrate deference to the most senior person in the group.

. In general, Pakistanis speak in a roundabout or circuitous fashion. Direct statements are made only to those with whom they have a long-standing personal relationship.

. They also use a great deal of hyperbole and similes, and go out of their way to find something to praise.

. Be prepared to flatter and be flattered.

. Pakistanis prefer to converse in a non-controversial manner, so they will say they "will try" rather than admit that they cannot or will not be able to do something.

. Therefore, it is important to ask questions in several ways so you can be certain what was meant by a vague response. Silence is often used as a communication tool.

. Pakistanis prefer to do business in person. They see the telephone as too impersonal a medium for business communication.

[http://
www.kwintessential.co.uk/
resources/global-etiquette/
pakistan.html](http://www.kwintessential.co.uk/resources/global-etiquette/pakistan.html)

Wolof Language

Wolof is a language spoken in [Senegal](#), [The Gambia](#), and [Mauritania](#), and is the native language of the [Wolof people](#). Like the neighbouring language [Fula](#), it belongs to the [Atlantic branch](#) of the [Niger-Congo language family](#). Unlike most other languages of [Sub-Saharan Africa](#), Wolof is not a [tonal language](#).

Wolof is the most widely spoken language in Senegal, spoken not only by members of the Wolof ethnic group (approximately 40 percent of the population) but also by most other Senegalese. Wolof [dialects](#) may vary between countries (Senegal and the Gambia) and the rural and urban areas.

"Dakar-Wolof", for instance, is an urban mixture of Wolof, [French](#), [Arabic](#), and even a little [English](#) - spoken in [Dakar](#), the capital of Senegal. "Wolof" is the standard spelling, and is a term that may also refer to the Wolof ethnic group or to things originating from Wolof culture or tradition. As an aid to pronunciation, some older French publications use the spelling "Ouolof"; for the same reason, some English publications adopt the spelling "Wollof", predominantly referring to Gambian Wolof. Prior to the 20th Century, the forms "Voloƴ", and "Oloƴ" were used.

Wolof has had some influence on Western European languages. *Banana* is a Wolof word in English ^{[[citation needed](#)]}, and the English word [yam](#) is believed to be derived from Wolof/[Fula](#) *nyami*, "to eat food." *Hip* or *hep* (e.g., [African-American](#)'s now clichéd "hip cat") is believed by many etymologists to derive from the Wolof *hepicaat*, "one who has his eyes open" OR "one who is aware".^[2] [http://
en.wikipedia.org/wiki/Wolof
language](http://en.wikipedia.org/wiki/Wolof_language)

Coffee Break

Leadership Development , The Jack Welch Style

In his phenomenal book "Jack: Straight From the Gut", Jack Welch, The respeceter business leader, proposed fundamental leadership principles as follows

1. There is only one way - the straight way. It sets the tone of the organization.
2. Be open to the best of what everyone, everywhere, has to offer; transfer learning across your organization.
3. Get the right people in the right jobs - it is more important than developing a strategy.
4. An informal atmosphere is a competitive advantage.
5. Make sure everybody counts and everybody knows they count.
6. Legitimate self-confidence is a winner - the true test of self-confidence is the courage to be open.
7. Business has to be fun - celebrations energies and organization.
8. Never underestimate the other guy.
9. Understand where real value is added and put your best people there.
10. Know when to meddle and when to let go - this is pure instinct.

As a leader, your main priority is to get the job done, whatever the job is. Leaders make things happen by:

- a. knowing your objectives and having a plan how to achieve them
- b. building a team committed to achieving the objectives
- c. helping each team member to give their best efforts

As a leader you must know yourself. Know your own strengths and weaknesses, so that you can build the best team around you.