Assignment - SWOT Analysis - Proposed Communication Methodology

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August 22, 2020

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A lingua franca is a language used to make communication between groups/people who do not share similar native languages. Lingua Franca is known as a bridge language used to make communication possible between people who do not share a native language. The origin of the term "Lingua Franca" is traced back to the Middle Ages when it was used to describe a language or jargon used around the eastern Mediterranean by traders and Crusaders (University of Witwatersand, 2019). This early lingua franca featured the use of invariant forms of nouns, adjectives, and verbs. Today, lingua franca has been incorporated throughout the world to bridge the gap of communication. For many reasons including commercial, cultural, religious, diplomatic, political, and administrative. It is used as a means of exchanging information between, doctors, politicians, scientists, and business owners, of all different nationalities (Wikipedia, 2017).

Derived from the English language I propose the use of a more technological approach to allow us the ability to communicate fast enough to manage the infections and explain preventive measures before as you said "it engulfs the entire content." I propose we implement the use of Extensible Markup Language (XML), with a web-based interface engine that can deliver structured guidelines and content to people in affected and likely effected areas. I feel that XML may offer advantages in implementing communications services, tracking, updates, and communication efforts.

- While English is a known Lingua franca in most of the world and even through some of the top affected areas such as Ethiopia, Egypt, Morocco, Sudan, Gabon, Chad (where the CHIRA virus was first identified and report it). XML is an extendable version of HTML which is used for web-based applications. Most if not all of these web-based applications rely exclusively on HTML, the Hyper Text Markup Language (CDC, 2020). XML is an emerging standard for structuring web documents. This could aid in defying the standards of the current situation and have on the second information available online and ready to go at a moment's notice. Also, XML can handle multilingual, emotional, data tracking, many other capabilities within the syntax which can be easily adapted to the technology. Essentially communicating faster than spoken or written languages of mixed native tongue.XML is used as the schema for exchange of computational information that can be implemented with HTML markup to add visual graphics and UI.

- With this markup language we can implement graphical user interfaces and web-based applications that can be updated by the microsecond with asynchronous data on the spread of the virus. I propose using XML to build out a digital hotspot map of infection rates with numerical database to implement the rates of infection and asymptomatic cases. XML can provide visual data with color coordination for hotpots, graphics, and other non-verbal data using specific XML based tags to communicate the urgency and state of areas without words being needed. We can communicate other data inducing resources, contact information to break down location while integrating multilingualism capabilities through and graphical interface with option to select co-native languages while implementing the same data and resources. This also allows for a centralized

system that can facilitate training and prevention communication way faster and more

effectively through structured data and graphical data (National Libary of Medicines ,

2000).

- WHO directors will need to use lingua franca language in order to have a better

    communication with subordinates and peers. Also, to alert populations, providers,

    allocate resources, infection rates, supply chains, prohibitions, safety measures, and

    quarantines. When we move on to other nations it will become vital to use lingua franca

    to quickly communicate the basis of situations, imagery and other resources and data

    points. The available data reveals that over 62% of world language are in decline that

    particular languages are not being passed to next generation (CIT). It will have to be the

    main objective of training to enhance the operational awareness as well as the soft skills

    of the employees, patients, and general public through and it is better communication. It

    will bridge the communication gap making it much easier between the group regardless

    of culture differences and ethical background. I feel that XML may offer advantages in

    implementing guideline services that are difficult (if not impossible) to accomplish with

    HTML alone. Also, using XML will enable us to evaluate the risk perception and

    communication through table data and risk analysis that can be implemented with the

    markup language. Allowing us to think through the risk perceptions might influence the

    affected populations and, therefore, how you communicate about those risks.

References

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