**Assignment - SWOT Analysis - Proposed Communication Methodology**

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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.

* **Explain a markup language communication method, and how the WHO should use this type of lingua franca to respond to this crisis.** (Could a lingua franca markup language be used in place of human languages?). Thoroughly explain this for the Director-General and others who may not understand this communication method.

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) and secondary transmitted areas such as Ghana, Algeria, South Africa, Nigeria, Angola, Liberia, Kenya, Mauritius, Tanisha, and Zanzibar. 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. 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 on line 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.

* **Describe how this markup language communication method will be implemented (include examples and detailed explanations).** Also, explain how it will improve training and prevention communication better than the current plethora of lingua francas, especially in situations where there are no bridge languages (clearly demonstrate your knowledge of lingua franca and bridge languages here).

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 Will also allow for a centralized system that can facilitate training and prevention communication way faster and more effectively through structured data and graphical data.

* **Remember to address how the WHO will communicate across multiple cultures and languages both quickly and efficiently in order to best respond to this infectious disease crisis**. It is important to fully explain this to convince the Director-General and all involved).

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. 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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