

BSBI Gazette

Editor: Professor Dr Kyriakos Kouveliotis / Associate Editor: Dr Farshad Badie

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Editorial



Professor Dr Kyriakos Kouveliotis
Provost & Chief Academic Officer,
Berlin School of Business
and Innovation

For the week's Editorial I want to share an inspirational poem by Kirsten Robinson. It is called: "Keep Going".

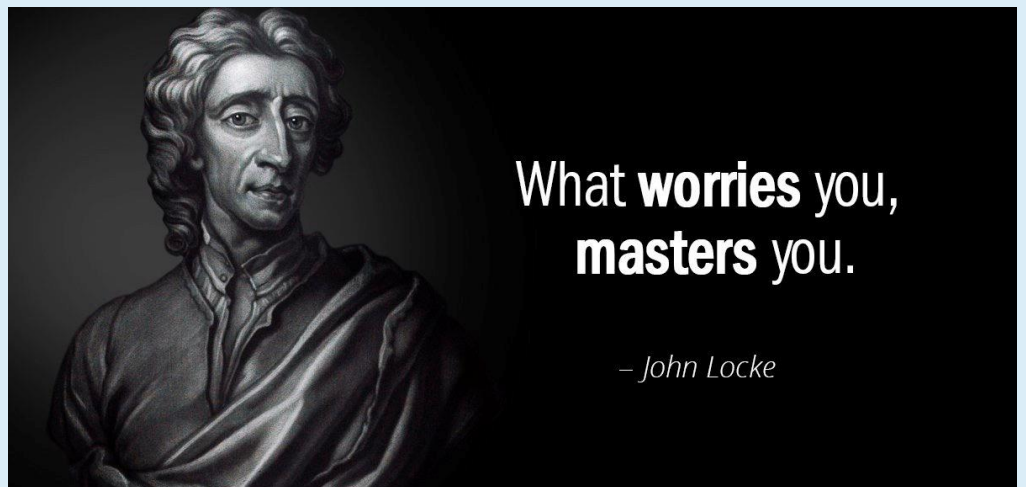
Strong people can
feel weak and
brave people can
feel afraid and
light people can
feel dark

Lost people can
be found and
hopeless people can
find faith and
helpless people can
be helped

Keep going
keep going
keep going

It is never too late
to turn things around

Photo of the Week



Inspirational Quotes

Education is the kindling of a flame,
not the filling of a vessel.
— **Socrates**

The more you learn, the more you
earn.
— **Warren Buffett**

I never learned from a man who
agreed with me.
— **Robert A. Heinlein**

The human mind is our fundamental
resource.
— **John F. Kennedy**



All the world is a
laboratory to the
inquiring mind.

— **Martin Fisher**

Article of the Week



Dr. Anna Rostomyan

Psychology of Emotions, Psycholinguistics,
Neurolinguistics, Cognitive Linguistics

The Application of Emotive Booster Words to Enhance Emotivity in Speech

Being humans, we almost always experience some sort of emotion or feeling. Moreover, our internal emotional state may vary throughout the whole day. Therefore, our communication is not fully devoid of very different emotions and feelings, which also partake in the process of interpersonal communication.

We humans, while interacting with one another have an urge to communicate with each other. We do this by means of very different verbal and non-verbal means of communication, which we use to share ideas, thoughts, feelings, beliefs, emotions, desires, and intentions. And though there might be slight differences in verbal and non-verbal means of communication, they are basically understood by the speakers of the same language across cultures and situations.

When speaking about the presence of emotions in the process of communication, we have to note that we humans are not only logical creatures, but also emotional ones, therefore we need to express them on the outward to be understood on the emotional level by our speaking partners as well, since not displaying them properly on the outside may cause harm to our interpersonal relations and we may find ourselves sometimes misunderstood by them.

Many languages have words containing emotional colourings the meanings of which seem so specific and nuanced that it is very difficult to translate them. Consider the German word "Schadenfreude", the pleasure derived from another's misfortune, or "Sehnsucht", a sort of deep yearning for an alternative life.

Especially those emotions that Dr. Ekman calls basic emotions, such as *anger*, *happiness*, *sadness*, etc. are expressed the same way across different cultures.

Moreover, sometimes while communicating with one another, we might feel a certain need to influence our communicative interactants emotionally as well. Hence, we look for ways on how to have our desired emotive impact on our interlocutors. For this very reason, we sometimes tend to intensify our felt emotions on the outside by means of diverse linguistic tricks. In this way, we have a chance of managing not only our very own emotions, but also subtly having an influence and managing the emotions in the listeners.

Intensification is hence a linguistic trick used cross-lingually to amplify the verbal expressions of the felt emotions. It is important here that the expressed emotions are truly felt, their display is simply amplified to intensify the actual emotional effect on the audience (Andersen and Guerrero, 1998). For instance, if a person is slightly surprised, he/she may act as if the surprise is exceedingly high. Likewise, if someone feels somewhat sad, he/she may express an overwhelming portion of grief for this reason or another. Other examples of intensification include laughing generously at something which is only slightly amusing, or showing a great deal of interest in something which is slightly interesting to you, etc. By means of intensification, we can subtly urge our hearers what emotions they should feel, which makes us more dominant and more agile communicators, giving us the ultimate chance of having an emotional influence on the latter.

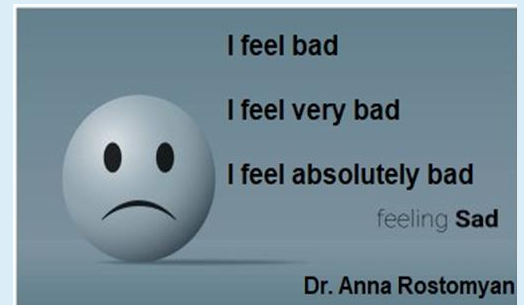
Intensifiers are, in fact, expressive function words which are used to modify or intensify the whole sentence or only some part of it to which they are attached to (Buzarov, 1998): "That's *too* unbelievable." "She's *awfully* attractive." "It's *pretty* late." The list is fairly long, and we create new intensifiers frequently, especially as slang. The common intensifiers are very, quite, awfully, really, pretty, too, fairly, more, rather, most, still, even, much, somewhat, not so, ever so, etc.; very high frequency in use, but belonging to the nonstandard language are awful and real and the like: "I've got an *awful* bad headache." "She is *truly* a *very* inspiring person."

As we know, human nature is the same across cultures and situations and we are emotional human beings endowed with our very own different emotions and feelings; hence, every language has its so-called intensifying function words, which preceding the adjective, amplify the positive or negative meaning or limit the quantitative feature expressing the strength degree of the emotion.

Thus, for example, "I feel good – I feel *very* good – I feel *absolutely* good": the underlined words gradually intensify the positive degree of feeling good.



The same words can be used to express the negative quality of this or that emotional state, e.g. "I feel bad – I feel *very* bad – I feel *absolutely* bad".



As we can see from the pictures above, in case of happiness we see a smile, a universal transmitter of positive emotions, and in case of sadness, we see a sad facial expression, manifested through lowered lips. In both of the cases we reveal gradual augmentation of degrees of intensity scale of both of the emotions, namely positive and negative.

To conclude with, it follows from the discussion above that intensification and intensifiers make up an indispensable part in our lives especially in the process of communication while displaying our diverse emotions and feelings on the verbal level. Nonetheless, though intensification is typical of various cultures worldwide to enhance emotions, we have especially to be very careful when communicating interculturally to be able to grasp the intended emotional meaning of our speaking partners for the fluent flow of the communication.

References:

1. Andersen, P. & Guerrero, L. (1998). 'Principles of Communication and Emotion in Social Interaction.' In *Handbook of Communication and Emotion*, edited by Peter A. Andersen and Laura K. Guerrero. San Diego: Academic Press, p 49-96.
2. Buzarov, V. V. (1998). *Essentials of Conversational English Syntax*. Moscow: Crone-press.

Websites of the Week

- 🔗 [Cloud-based Computing Management](#)
- 🔗 [On Research Data Management](#)
- 🔗 [On Computational Social Science](#)
- 🔗 [Steps of Emergency Management](#)
- 🔗 [Good Director: Characteristics](#)

Videos of the Week



Let's watch it everyday ...



12 Stoic lessons



Lessons from energy leaders

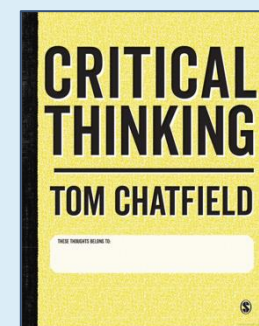
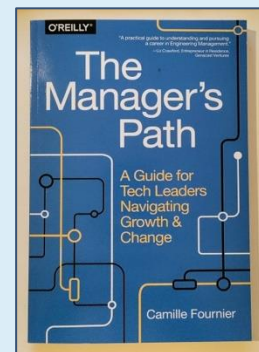
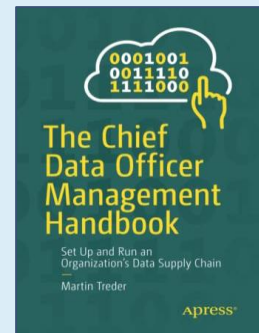
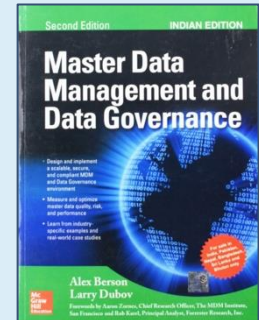


Management lessons from Chinese business and philosophy



Business lessons that you can learn from Indian streets

Books of the Week



Week in Review

All you need to know about everything that matters



Mostafa Gaballa
Lecturer

Areas of expertise:

Tourism, Hospitality, Travel

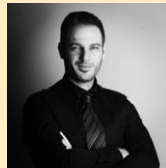
Tourism

The countdown to World Tourism Day 2022 is now underway, with every part of the sector invited to be an active part of the annual celebrations.

With the theme of 'Rethinking Tourism', the International Day of Observance will this year focus on re-imagining the sector's growth, both in terms of size and relevance. The Republic of Indonesia will host the official day (27 September), though all UNWTO Member States, as well as non-members and stakeholders from across the private sector, are being invited to host their own celebrations as well as to promote the day and its central theme. For more information, visit this [Link](#).

UNWTO Secretary-General Zurab Pololikashvili says: "The potential of tourism is enormous, and we have a shared responsibility to make sure it is fully realized. On World Tourism Day 2022, UNWTO calls on everyone, from tourism workers to tourists themselves, as well as small businesses, large corporations and governments to reflect and rethink what we do and how we do it."

World Tourism Day has been held on 27 September each year since 1980. The date marks the anniversary of the adoption of the Statutes of the Organization in 1970, paving the way for the establishment of UNWTO five years later.



Dr Konstantinos Kiousis
Lecturer

Areas of expertise:

Human Resource Management, Leadership, Counselling & Career Guidance, Modern Educational Approaches

Energy Crisis

Last week, Europe's benchmark power price surged above 500€ for the first time, ratcheting up pressure on businesses. This is the worst energy crisis in decades and in general, looks set to persist well into next year. German year-ahead electricity rose as much as 11% (530.50€/MWh) on the European Energy Exchange AG, marking a gain of over 500% in the past year. The result was driven predominantly by Russia's moves to slash gas supply.

Output from France's nuclear fleet, traditionally the backbone of the region's power system, is set to be the lowest in decades this year. At the same time, droughts and extreme heat across Europe have dried up rivers and reservoirs that are crucial to hydropower supply. Wind generation has also been below seasonal norms.

It is widely accepted that, the longer the price rises go up, the more this will be felt across the economy. The magnitude of the crisis isn't comparable to anything in the past few decades, as countries across Europe are planning for possible power shortages this winter. Some of them are considering rationing supplies to certain industries to ensure essential demand can be met. It is certain that households will soon feel the pressure too. For more information, please visit [Link1](#) and [Link2](#).



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