

APPLICABILITY OF NON-STRUCTURAL ENGLISH INSTRUCTION IN
FOREIGNERS AND TAXI DRIVERS' INTERACTION

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We thank God for giving us the faith needed to believe that this project would have a happy ending. We thank him for being near us to avoid giving up during this process.

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Dedication

For those who have taught us to be who we are, who have given us their all to give us a better future and always had in their mouth words of support and encouragement to generate in our hearts the desire to do things in the best way and not give up despite the obstacles presented to us on the road, seeking to hinder the completion of this important process in our academic life.

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Abstract

This research is framed within the qualitative paradigm with a descriptive and explanatory perspective. Its main focus was on analyzing the applicability of using non-structural English to a group of taxi drivers who frequently transported foreigners in Bogota city. Two major instruments of collecting data were designed and used: an interview for foreigners who live in Bogota and a survey for taxi drivers to elicit their opinions. The collected data were analyzed and allowed to create an analysis matrix that triangulated the information, taking into account the relevance of the results obtained it was suggested the use of a non-structural English as a communication tool between taxi drivers and foreigners and economic development. Furthermore this research yielded information about taxi driver's job, since often they are the first contact for foreigners who visit the city, besides it was evident the necessity to speak English to increase their income and provide better service that allows easy and assertive communication, qualifying the profession of taxi drivers in Bogota.

Keywords: relevance, non-structural English, comfort, taxi-drivers, foreigner, income, economy.

Chapter 1

Introduction

Globalization refers to complex systems that have generated constant and various changes in the past, present and future of societies, levels: physical, developmental, economic, cultural, social, and importantly in practice a predominant language for all nations. It is intended to standardize a language that contributes to a better relationship between people for cultural, academic, political and economic international relations seeking to unify.

English being the most predominant language in the world, learning is necessary and essential, to meet the different changes, to be competitive, efficient, and effective and have a performance in line with the challenges in this globalization process worldwide. It is important to emphasize the importance of a second language in what has to do with tourism in the city of Bogota, where the signing of treaties and multilateral agreements between countries is making it possible inter alia increasing openness to the world.

It is a well-known fact that the language that is not used by a group of speakers is doomed to die precisely for that reason, because no one uses it, it is important to stress that a living language needs to evolve and not stay in the same manner provided for daily and thanks to specific situations, modernity and a number of factors make the invention of new words to adhere to a language in a short time achieving inclusion in a language.

In this way the evolution and learning emerge some not structural, which make vital part of everyday communication processes in humans, because they reflect in large measure change and developments that have taken the course of languages history in the world.

Tourism has been and will be an area of great importance to engage in the practice of different foreign languages by those interested in doing so and according to studies by the Ministry of Commerce, Industry and Tourism, the English language is one of the most important worldwide due to the large number of speakers who use it as first and second language; Bogota and other major cities in the world it is also used as the second most spoken foreign language. If we can promote the practice of bilingualism, the city will have more and better job opportunities not only kind but also cultural and social compared to other cities in the regions of Central and South America.

Therefore it was necessary to implement different strategies that would develop in the taxi drivers who are the people who contribute significantly to tourism in Bogota as well as being in some cases, the first contact you have to get to foreigners City, a communications medium in a real environment that contribute to create a reliable and direct interaction.

In the analysis, it was clear that in some cases the prior or no knowledge on the part of drivers of public service (taxi) and limited English proficiency, helps generate a culture of complacency and apathy toward learning the English language as through assertive communication.

On the other hand knowing the reasons that more involving foreign tourists to visit this city will improve services and care provided under the framework of continuous improvement and development of globalization that every day generates new models

Statement of the problem

There are different ways to go to any place in Bogota using different kinds of transport; one of them nowadays is the taxi service because it is comfortable, faster and easier to get it around the street. Nevertheless it is also one of the most controversial ways to transport people in a big city like Bogota because of the taxi passengers do not feel comfortable enough with the service they offer, in general that is why this document is focused in this issue; from the passenger's opinions in order to find the difficulties that affect the taxi drivers.

Foreign people look for taxi service to go to wherever place. They come from different countries around the world where the language spoken is different to Spanish. The language barriers between the citizens and the tourist do not allow to establish a communication process properly and the foreign people will feel insecure because they will not have a way to ask for help properly. Taxi drivers are one of the best guides in a new city then the opportunity to learn a new language is a big advantage. The taxi service and the use of non-standard English are the perfect mixture to make tourist feel comfortable and secure in a city like Bogota.

It is necessary to change the image that people have about the taxi driver as the person who could not study at college and because of the need for having a money is driving a taxi now. It is also an admirable job and they offer an important service in the city mainly to the people who come from across the world. It is possible to change that vision with this research due to the help that it is going to give them and the toll that we will give them to get ahead and getting a new status in Bogota through the use of not structural English,

Some months ago, there was the chance to receive somebody from an Asian country and he asked for help when he wanted to get a taxi to reach at the hotel that he booked previously. When he was out of the airport he took a taxi and asked for the service's price but the taxi driver did not speak English and the tourist did not have the Spanish enough to make himself understandable so the communication was not the proper. However the taxi driver told him that the price for the service was \$80.000 from the airport to Chapinero. The tourist called one of his friends in Bogota and ask her if the price was normal, her friend said definitely no! That situation shows how the respect for the foreign was not important for the taxi driver, just because the fact of coming from a different country cannot be a synonym of being rich. The taxi driver must help as much as possible the passenger and make him/her secure paying for a good service without exaggerating.

This research pretends to change and give a new image about the taxi service through the idea of offering a bilingual service of taxi driver using as a

tool of communication the English language but not the standard, because all the places where English language is taught used to show the English that everybody knows and hardly those places will teach the informal one as a tool of closer communication then the taxi drivers will be able to recognize it and use it in a real context. Not structural English allow the establishment of a communication process more informal and closer to the tourist, for this reason the principal focus in this research is to inquire the relevance to use these tools in order to improve the communication between taxi drivers and foreigners, below the research question is shown.

Research Questions and Objectives

Therefore, the following research question is posed: *How would the use of non-structural English instruction affect the interaction between foreigners, and taxi drivers business?*

In Colombia, specifically in Bogotá, the mastery of basic English skills it is oriented towards the union of taxi drivers, considering that these are one of the pillars of the tourism industry, and the promotion and development of this sector will help to achieve better economic and social aspects of these workers, providing tourists parallel peace of mind when expressed naturally creating an atmosphere of safety and comfort; This will also ensure the promotion of the city in a strategic way, making it a tourist destination and attractive business for people and organizations around the world.

In response to the problem this research have two fields of study were defined, the first is the tourism sector, addressed to the union of taxi drivers, in order to analyze how the not structured English material, would lead to find which was the most determining good communication between taxi drivers and foreigners. The second seeks to know the perspective and guidance to take account in undertaking new projects and which allow have a real use of the English language in a daily life.

The direct population is the union of taxi drivers, since they are the most important pillar of tourism, being close to the foreign promoters of the economy and within the same agents. In them lies the importance of identifying their weaknesses, limitations, fears and other external factors that hinder intercultural change in our city.

Rationale

Colombia is a country that has geographical advantages in terms of tourism on other South American countries, but its evidence note with concern that we are still a country rarely visited by tourists with all its privileges, this project is directed to the administrative guidance of the tourism sector in our country, which has seen significant development in recent years, representing the need to implement programs and projects with the approach of strategies, in order to develop communication skills in a second language, and thus contribute to development of this sector and the country.

As a result, during the development of the framework of the project, an influential sector in the dynamic performance of the tourism sector are addressed: transport, including taxis in the city of Bogota, which is perhaps handles the largest number of foreign users, which should be aware that you cannot greatly amend the shortcomings in mastering a second language have in this sector, which does not allow communication between carrier and passenger. Therefore, the development of this project will contribute grade elements to successfully achieve good customer service, since there is nothing nicer than to feel at home when visiting a distant land, which can be achieved with a broad knowledge of language tools.

General Objective

To determine the applicability of not structural English instruction for taxi drivers as an effective communication tool between them and foreigners who visit Bogotá.

Specific Objectives

- To reveal how this instruction would affect foreigners and taxi drivers business.
- To present a different way of communication through the use of a of non-structural English when training drivers to communicate in English.
- To suggest the relevance of the communication between taxi drivers and foreigners.

Chapter 2

Theoretical Framework

This chapter pretends to analyze and conceptualize the relevance of non-structural English use from the point of view of some linguists who have given different positions about it. Also inside this chapter it is possible to find the situation about bilingualism in Bogota as one of the principal cities visited by tourists and if the strategies applied by the government of the city have been successful or not in order to make Bogotá a city with a better English level.

Bilingualism in Bogota has been analyzed by important national journals like El Tiempo (2015) and Red de ciudades como vamos (2015) where the level of English teaching is evaluated by experts. If Bogota make more efforts to acquire the English as a second language it will be an important place for visiting by people who come from across the world, due to that objective this research take into account some of the bilingual projects that the government of the city have applied to the citizens since they are young and also for other sectors of the population (taxi drivers).

Projects like Bogota bilingue (2011) and a current strategy to teach and learn English at the public school by foreign people in Bogota, information that you can find in El Espectador (2015) where it is possible to deduce how much important is the English in a city like Bogota.

In order to be more specific about the service that is the main idea of this project will be necessary to talk about the taxi drivers and how they face challenges everyday through different obstacles like other companies which use technological tools to offer a better transportation service and the few support they receive from the government as El Nuevo siglo (2015) said in its article.

Radio Santa Fe (2010) also shows the opportunities that taxi drivers have to increase their salaries and their status not only by the taxi companies also by the foreigners that are still leaving in Bogota and want to contribute with the increasing of Bogota's popularity with new ideas and projects (as a couple from New York created a guide to meet Bogota for foreigners) El Tiempo (2014).

This document will analyze the issues from the top to the bottom because just in this way it will be possible to find the ways to solve or at least reduce one of the biggest problems in a city like Bogota. Not only taxi drivers point of view, foreigners opinions will help to find the causes and consequences as well.

At this moment of the research it is necessary to clarify the basic concepts, as the theoretical components of the linguistic variants that limit use of slangs in order to perform an analysis plan that ensures the feasibility of the use of those expressions in a transport sector (Taxis), and that in the future this sector will be recognized in tourism by having bilingual staff trained in the speaking skill inside a real context through the use of English. It is intended that with the acceptance and consolidation plan between to support the economic development of this important sector.

The quick development of media and the Internet, provided the opportunity to find an integral and mostly few studied English at the school, institutes, universities and so on... (slangs teaching). As a first step the investigation obtained information from primary sources, among which are the support of a book called "Street-talk 1"(2000) and the secondary sources were obtained from more or less 25 documents including: abstracts, thesis, texts where the linguists expressed their opinions in important articles such as: (Burke, 1998), (Eble, 1998) (Stalker, 1995), (Whitman, 1885) that contributed to the development of slang uses.

It is well known that English is the most important language in the world for its universality. If somebody wish to travel to another country and the foreigner knows how to speak English, that person can communicate with the citizens without any problem. Furthermore, if the tourist know how to speak this language, and the person can speak it in an informal way, the foreigner will get many advantages for communicating something. Currently, it is very common to hear lots of slangs in movies, songs, etc. These tools will allow people to become familiar with this type of slang.

Sometimes these terms are used to escape the dull familiarity of standard words and suggest an escape from the routine of everyday life, when life seems fresher used. Some linguists like (Burke, 1998), (Eble, 1998) (Stalker, 1995), (Whitman, 1885) think they are kind of words should not be used by speakers, for non-grammar as such (the slangs and informal language are breaking with

that grammar rule) and, besides that, they add that those words belongs to a language used by people with low reputation, which aims to establish a linguistic code to be understood each other and to carry out illegal activities. Is it necessary to identify these terms as a rude and impolite way of communication? Is that non-structural English a topic to avoid? Well the following information will clarify it.

Slang definition

It is important to introduce where do this terms come from. They are part of people's daily life because they background research will give the guide to the development of the situation. It will be evident how the concepts influence people's life too.

According to the definition suggested by Connie Eble (1997), the slang term is called as the group of changing words that arise in the oral environment in each linguistic community that show a group identity through language and are inserted into certain social nucleus, achieving a sense of belonging, roots and acceptance, suggesting the use of certain terms in specific contexts.

However, it is not about just determining the category of the same terms to know when it is convenient to use, but go further to determine why it is important that you are aware of using them at the right time, giving the sense in which the term within.

For that reason, this project want to analyze the relevance of a group of common colloquialisms in the use of English in context to be an exercise not only of each sentence or word, having a name meaning previously by someone who has had a previous contact with the English now widely understood the sense that society has given him use in a situation requiring informality and besides that identify the reason for the choice of those words by speakers of the language to called something else entirely, it breaks completely with the grammar rule raised as to perform a translation of many of these terms are found who discover with surprise that if you try to translate them, will hardly find a direction and began to create a communication problem.

Terms as a reference Taxis.

Inside the main concepts, the research focuses on understanding the following terms initially suggested by Stalker (1995), which can be perfectly applied to a situation of daily life of human beings.

Significantly, there are some terms that have implied a context of greater informality, so we must take into account the right time for implementation. If the question of how to identify everyone on the context in which it is necessary to apply is simple deduction, because in Spanish the meaning given to the word and such analysis can be done in our native language arises. Here some of these terms are as follows:

It is interesting how words from other languages can be used in languages that do not even have anything in common or are put in other way, do not come from the same linguistic root, even more curious is that the spelling of the word remains and It is respected in the use of the context of the source language.

Taking into account the example of the previous information there is a slang that people uses to refer to an abundance of something: "Bookoo" which is considered a gallicism (It is brought from the French language) and in the real french word is Beaucoup which means a lot. So with this example is possible to analyze many of the previously appointed terms and etymology of each word to understand why it the specific use in a particular situation.

To try to draw and clarify the use of these terms this research wanted to make a comparison between colloquialisms of English and its equivalent in Spanish to reflect the terms that have similarities to each other. However, it is important to say that not all colloquialisms have an equivalent in another language like in the following chart:

ENGLISH	SPANISH
Bookoo: Abundance of something (a lot).	Resto: Abundance of something (a lot).
Boost: Stealing.	Chorear: Stealing.
Bounce: See.	Pillar: See.

Pawtna: (partner) partner.	Compa: Abbreviation of partner.
Pigeon: homely girl.	Gurre: unattractive woman.
Po-po: Policia	Tombo: Police.
Ta: Abbreviation of thanks	Grax: Thanks

Table 1 Slangs exemplification of the English translated into Spanish.

All languages have each their slang for use by speakers of the same forms, so it is necessary to know the use of these terms in context and be aware that are part of the daily life of a society and affects their use personality and way of free speech of everyone who adopts as its own colloquialisms.

Background Research

The English language is considered the "lingua franca" of today: the language in which the economic, political, technological, academic and cultural transactions between peoples are made. Globalization has generated unprecedented internationalization of the language and is revolutionizing as the new English speakers around the world would print his own identity, creating regional variations. In the not too distant future could circulate in the world a standard English to communicate with the outside and a dialectal English domestic or national use.

All this demonstrates the effective and real importance of English in today's world, for this very reason has become the communication bridge between cultures regardless of their origin. However, the percentage of the world

population actively uses the English language is less than twenty-five percent. But the importance of this language as a world language is not in the number of people who speak it but the utility has for its users. It is the language in which you are held international business.

Because of cultural and language barriers at all corporations face is very important that people who engage in commercial transactions can have a common language through which they can communicate with their peers in other cultures. A Peruvian business man is likely to communicate with their Japanese counterpart in English. For most global markets, the main sources of valuable information on financial resources - Time and Newsweek, CNN and the Wall Street Journal - are in English "

Theoretical basis

The following comparative table refers the influences, positions and oppositions in terms of vision that some linguistics can give about the slangs in use by speakers.

POSITIVE POSITIONS	NEGATIVE POSITIONS
Slang: It is a changing set of words that reinforce a social identity. (Eble, 1998)	Determines the social influences that give rise to the slangs (Thorne, 1990)
Criteria characterizing a slang. (Lighter,	Cultural differences that distinguish the

1978)	speech. (Whitman, 1885)
Without slangs life becomes dry and dull. (Algeo, 2006)	Etymological hypothesis slangs term. (Partridge, 1970).
Subgroups' slang uses. (Eble,1996)	Cultural differences influencing the speech. (Whitman, 1885 b).
Male dominance of slang. (De klerk, 1990)	Origin and hypothesis of the term. (Criminal). (Brisan, 1990).
Language of everyday life (Hayakawa, 1941)	Slang considered as taboo. (Crystal, 2005).
Slang's categories (Stalker, 1995)	Vocabulary used by people of low reputation. (Mc knight, 1923).
Positive and negative use of slangs from teachers to students. (Mazer, 2008)	Rogue language (Klaeber, 1926).
Using slangs by American and British students. (contrast) (Mencken, 1994)	It is the language that rolls up its sleeves, spits on his hands and goes to work (Sandburg, 1959).
Experiment: Using slangs by teachers in everyday situations as a method of teaching students. (Socket 1997)	Psychological and social complexities in defining the slangs. (Dumas, 1959).

Trend students to create new words. (Matiello, 2002).	Slangs = Anti-language (Trudgill, 1998).
Expressions used by university students in New England. (Taylor, 1963)	X
Creating Slangs on college campus. (Banchemo, 1967)	X
Popular slangs in university students (McPhee, 1927)	X
Everyday activities such as language generator. (Godley, 2011)	X
Slangs in the formal speech. (Milhauser, 1952)	X
Slang semantic changes. (Eble, 1996)	X
Without Slangs and idioms students are in the dark. (Burke, 1998)	X
Teen' slang perspective on (Carter, 1931)	X

Table 2 Positive and negative linguist opinions about slangs teaching.

This table positions and theories that are shown into the origin of colloquialisms are evident. The most of the linguists are agreed with the idea of

to know, to teach and to use slangs due to the researches made by them and the experiences they have had when they started to get in touch with the use of non-structural English in their real lives. It is clear for them that it is very important to recognize these kind of colloquial language because it is the people's everyday language.

The project arises from the District Institute of Tourism

In response to an immediate training plan aimed at obtaining a qualified staff with insufficiencies in the English language suitable for tourists attention, argued and learned the reasons below:

"The bilingual program seek to shorten one of the biggest gaps identified by the tourism observatory for development of the sector in the Colombian capital, as is the lack of people to master at least one foreign language," said on that time by the Director of the District Institute Roses Tourism Luis Fernando Londoño.

In his words, the people who received training in English in three levels by the bilingual educational program will impact positively on taxi drivers' job, family and social environment together. "They will be a window of opportunity to attract more visitors to Bogota," they said.

According to the International Congress and Convention Association in 2012 - thanks to the efforts of Proexport, the Tourist district institute and Bureau-Convention led the domestic supply in the global market of business tourism and

today is the fourth destination in Latin America and the thirty-second in the world in the development of events and world-class convention.

The colloquialism and economic vision for tourism

No doubt the colloquialism is the purest example of communication that exists in the normal speaking communities in principle not taken into account a linguistic subordination as it flows spontaneously and easily adopted by cultural host is presented in the time to take it to the extreme consequences as is their proliferation.

From this phenomena is known not only in cities like Bogota is common to hear words like *parce*, *cool*, *key* among others and its meaning is nationally known, or suspected of it, just as happens in other countries, the only difference is that you need to be immediately part of that culture to understand, apply and bring it to an individual context.

The rise of colloquialisms born as variations on the words for communication, whether they are approved by experts in linguistics, this has even led to adopt their own styles of language problem arises when they are not known by external agents their real habitat.

From this last statement, the importance should be given to full knowledge of these phenomena and not always the opportunity to speak standard English, on the contrary has been shown that the slangs are used as bridges

transactions will be highlighted technological, economic, political and especially cultural factors that are directly related to the tourist sector.

Taxi drivers in tourism

In full agreement with the views expressed by the previous mayor of Bogotá (Gustavo Petro), it is considered to be important to undertake the search for the professionalization of the taxi drivers in safety and bilingualism to ensure good service to foreigners.

"The citizens taxi drivers form an important link in the production chain of tourism. They are part of the tourist and complementary offer of the city, thanks to its direct contact with tourists and visitors, the way the guide tourist people is appreciable that is why they are the calling card of the city.

The statement from the local Mayor Gustavo Petro, underlines the importance of the role of taxi drivers in the city because from them depends largely on the city's image in the eyes of tourists who reflect and place in them the confidence to mobilize in Bogota with security and certainty that the service provided is complete and effectively.

Now that having as variables to note is English proficiency in meeting the above objective, as that would be the added value and the factor of innovation that would be adding to the service provided by taxi drivers who today is known by all of simple form.

Meanwhile research through this project suggests the relevance of an English learning in context (real English), and by direct contact with tourists who have the opportunity to experience the taxi guild, the rationale is to give this public transport sector categorization respect to the others, as it aims to train and promote the importance of language in its broadest aspect, generating development recognition by foreigners and which promise one host and best comfort to anyone having as a tourist destination to visit the capital of Bogota and the increase in income from professional driving.

Bilingual education in taxi drivers

In Bogota around 2,000 taxi drivers will be certified in culture and customer service About 5,000 taxi drivers in Bogotá have been trained in culture during some months in order to obtain better communication skills using the universal language, customer service and English survival.

Tatiana Piñeros, director of the Institute of Tourism (IDT) of Bogota, said that what is intended is to exalt the work of drivers and also the tourists a pleasant experience and image both of them as the city are carried.

"We want all residents and visitors to Bogotá have their first contact with the city through a friendly, helpful and respectful person such as taxi drivers," said Piñeros.

According to the development plan, the administration reached 4,600 of the 5,000 trained drivers. A figure that is insufficient for the district since in

Bogota circulate more than 50,000 taxis. "We know there is little considering are 50,000 drivers, but by issue of resources allocated to the school can only reach that goal," Piñeros said.

People who receive this certificate were trained in culture and tourism, knowing the 463 sites of interest to tourists in the city, the 214 malls and heritage neighborhoods.

Chapter 3

Research Design

The following chapter will develop the methodological part of the research where the population studied (in this case taxi drivers and foreigners). Also the information gathering tools used to get the data enough and finally the type of study required to find the properly sources and discover the relevance of non-structural English inside this transportation service (taxi). Basically this part of the document contains the essence of the need that in a future could be supply for a taxi service with such characteristics with the description of the people who helped to group all the data.

Type of study

This research is framed within the qualitative, descriptive and explanatory paradigm research, as Sampieri (2010) says using data collection without numerical measurement to discover or refine research questions in the interpretation process. It is descriptive because it allows observing and depicting the behavior without any affection. On top of that it is explanatory because it is possible to interpret phenomena social causes.

Thus it was necessary to implement two data collection instruments which generated the design of an analysis matrix which provided the possibility to summarize and categorizing the data. As for, it is important to delve into the data collection instruments. Firstly the research interview was an investigative

type because its purpose is to collect the useful information according to the necessity.

It consists of six questions to foreigners and conducted a series of inquiries done to taxi drivers, which through perception, description and observing their daily experiences, show the reality and identify this field, since they are best placed to provide the quality of the required information.

Additionally, it is expected and verifying whether or not the use of a relevant of not structural English between taxi drivers and foreigners when interacting for take a transport service and to obtain compensation for the service rendered.

Although a more detailed description of this data analysis methodology appears in Chapter IV, it is pertinent to clarify that this type of analysis, as Gee and Green (1998) argue, does not yield generalizable strategies or recommendations to deal with a problem. Rather, it offers local, situated answers to questions about specific individuals under particular circumstances. Considering these principles, I proceed to describe the characteristics of the research context and the profile of the participants chosen to gather the data.

Data Collection Instruments and Procedures

This process of data collection requires to be pretty organized and exigent with the selection of the proper type of instrument. According to the kind of research it is necessary to select an instrument which permit to obtain the

information correctly. The chosen ones selected for the development of this research were: Interviews and surveys. (Appendix 1)

One of these data collection instruments were applied at “La Villa” pub, a place located in the north of Bogota, Colombia, where every Tuesday there is a conversation club with many people from different countries. The opportunity to interact with a big group of foreigner at the same place and at the same time is possible just in that place.

The conversation club starts from 6:00pm to 9:00pm. The person who is interested to go must be at 6:00 pm, on that time the entrance will be free although if the person arrives after 6:00 pm it will be mandatory to pay the price of the entrance which is about \$3000 cop. The event is planned by the owner of the pub and some teachers of English which see in this kind of spaces the opportunity to improve the English skills or students or learners who have not had the chance to talk in any other language with someone native.

The place is organized like this: There are many tables with a flag in the center where the name of each country. The most available countries are: Brazil, France, Germany, USA, Italy, Nigeria, Ghana, China, India and of course Colombia (because foreigners have the chance to improve their Spanish too with all the Colombian people that visit the place.

All the visitors get into the place and decide where they will start the conversation. Everybody go with the plan to meet new people and help to

practice a language but if a person is shy or someone does not feel comfortable enough to speak in English with foreigners “La Villa” is not a good place.

Following the rules of the place, the visitor can choose the group of people to interview according with their interests too. They answered 6 questions addressed to the Importance and necessity of use a mean of transport like taxis are. It was necessary to get the opinions of many kind of people from different countries and culture because each one has a different point of view of Bogotá.

The group of foreigners interviewed are from different European, Asian, African and American countries. Some of them work as English teachers in some public schools, other foreigners work in big companies which sent them to represent each one and some others just are visiting Colombia during their vacations. The most of them agreed that the taxi service is essential for them but sometimes they would like to get a better service.

The second data collection instrument was the survey applied to the group of taxi drivers who were selected at random. The most of them were waiting for a passenger on the street. That situation let to ask them for fill the document designed with the questions to answer in a short period of time. Before ask them to answer the surveys, it was proper to explain them why that situation has been studied. They took from 5 to 9 minutes to answer the survey. They were so kind and explained a bit about their jobs like the way the look for passengers (taxi drivers go to popular places because they are visited for many tourist not only Colombians, foreigners too. Those places are like: malls, pubs or

clubs, supermarkets and the airport because those are the places where most of people requires a taxi service).

This mean of transport is twice more expensive than buses, transmilenio or SITP and it is more effective when they are not sure about the place where they want to reach and if they are looking for speed too. Taxi driver sometimes do not have a proper communication with the passengers are foreigners, the same ones say that the language barrier is all the time there and it does not allow to build a conversation between them.

The survey and interview formats are at the end of the document where it is possible to find the annexes.

Research Context and Participants

This research was implemented in a group of twenty-two people, including a group of twelve taxi drivers with some training in English, mostly older and ranging from 20-40 years old, who work in their daily lives carrying foreigners in the city of Bogota. Some of them have received training by the Bogota English Bilingual program implemented by SENA in 2007, others have voluntarily taking non-formal education courses in English, as they generally show the growing need to master this language to improve their incomes and provide better service to foreigners and the rest of them were just normal taxi drivers who have a long experience in this job. (Appendix 2)

On the other side there was a group of ten foreign permanent residents of the capital city which range between 22-35 years of age, of which some have a formal job and others are traveling, but the common denominator among them is the growing need to use the taxi as the main means of transport. (Appendix 3)

This research was mainly focused in the taxi drivers, but the need to know the direct contact they have with foreigners, as their daily lives who taking foreigners in the city of Bogota, and interact was evident, as communicate with each other, that way come to agreements such as choosing the best route, the description specifies the site where they want to go, what kind of conversation hold during the trip.

On the other hand know how foreigners perceive this transport, they would like, which serious recommendations to optimize this service, what would be your best choice when making this service.

Chapter 4

Data Analysis

This part of the document presents the general results reached after collecting and analyzing the data. A matrix was designed in order to answer the research questions that guide this study (Appendix 4) First of all, there is an explanation of the methodological and analytical procedures to interpret the information collected from taxi drivers and foreigners' opinions. Besides, the conclusion is shared by applying the data collection instruments which allowed to explain and depict a social phenomenon that affects as well as taxi drivers and foreigners.

The interpretation of the data was possible due to the use of an analysis matrix which allows to classify the information through three categories which pretend to answer the research question and to show the way foreigners perceive a city like Bogotá specifically taxis as their main mean of transport.

The design of the analysis matrix was done like this:

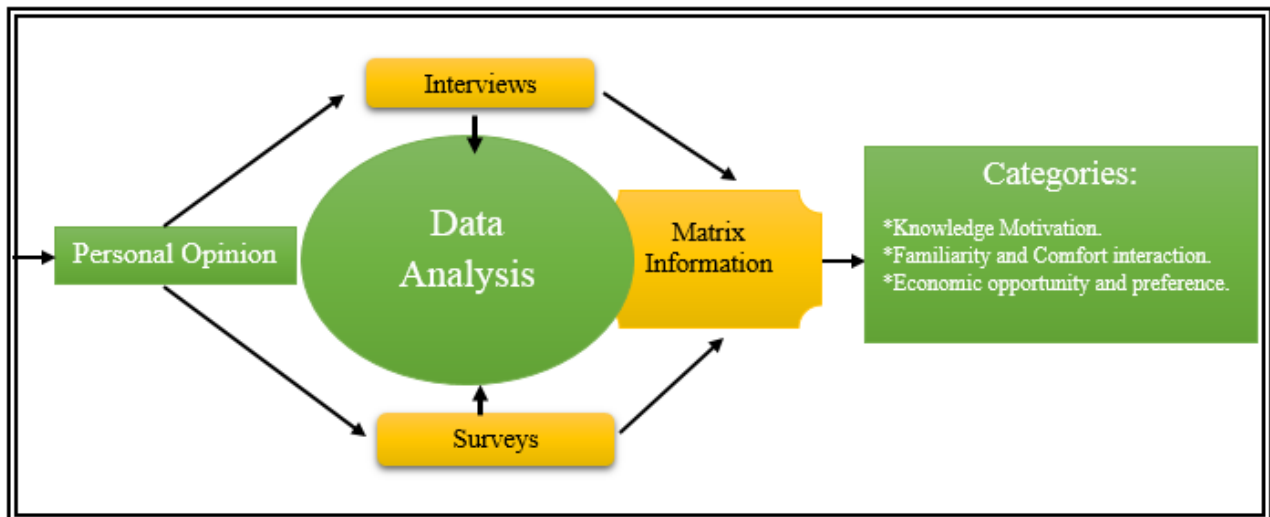


Figure 1 Process Analysis

What it is mainly concerned with this part of the document was how the categories were created. As a result of all the information collected the reduction of the same one was classified in the following three categories like this:

1. **Knowledge motivation:**

This first category was created thanks to the summary of some of the taxi drivers and foreigners' surveys and interviews, which support the conclusion obtained by Matiello (2002) who said that informal words are tools that make the communication easier in a work environment and according to the Director of The Institute of Tourism's affirmation (2015), who said the advantage to be trained in the use of universal languages, customers service and English survival can obtain better communication skills.

As it is evident in these samples that come from the analysis matrix:

		Questions F/T	F.1/T.1	F.2/T.2	F.3/T.3	F.4/T.4
K.M	Foreigner	2. When you take a taxi. How is the communication process with the taxi driver?	"It is very difficult because they do not understand English"	"Communication with taxi driver is very basic"	"It is uncomfortable because they do not speak English"	"It is hard because I have to find a way to make myself understood in Spanish"
	Taxi Driver	2. Si encontrará contenidos temáticos para aprender inglés de una manera menos estructural, es decir que no requiere aprender ciertas condiciones gramáticas. ¿accedería a él?	"Si accedería a el, sobre todo porque no necesito aprender estructuras gramáticas".	"por su puesto siempre y cuando no sea aburrido y económico"	"Si claro, me llama la atención".	"sí eso me ayuda a comunicarme rápido y fácil con el extranjero, accedería a el"

Table 3 Category (Knowledge Motivation)

These question allowed to analyze which types of problems were evident when the taxi drivers received any kind of English teaching, as it well known the

English language, for some people, can represent some difficulties even more if those people were not in contact with formal language education for a long time.

One of the biggest difficulties expressed by taxi drivers was the grammar problems they found in order to create a simple sentence that were grammatically correct. Another issue was the time because it was little to receive the language training even if they study at home when doubts would appear; maybe it would be late to ask and get an answer.

The answers obtained through foreigner interviews reflected how the lack of minimum English knowledges have affected their communications way where they use this kind of mean of transport that according to them it is essential to their cultural development in a city like Bogotá.

2. Familiarity and comfort interaction:

This second category allowed to deduce the way that taxi drivers and foreigners feel about the service and the labor, as Hayakawa (1941) expressed in his analysis about informal English, it is the Language of everyday life. It means does not matter the place where you are the fact to find a familiar word in their native language (slangs) allow to live a great and unforgettable experiences, also Stalker (1995) supporting this affirmation taking into account the importance of idiosyncrasy in a country because it is relating to daily life and customs of its citizens.

As it is evident in the following questions:

		Questions F/T	F.1/T.1	F.2/T.2	F.3/T.3	F.4/T.4
F.I	Foreigner	3. Can you communicate comfortably and freely with the taxi driver? (Yes/No) Why?	"No, it is very difficult because they do not understand what I say"	"No, communication is very limited and basic"	"No, It is difficult and uncomfortable communicating with them"	"is uncomfortable because I can not express myself in Spanish"
	Taxi Driver	3. ¿Cuáles son sus falencias al momento de comunicarse con un extranjero?	"La principal es que no sé cómo que decirle en inglés lo que pienso"	"No me acuerdo de las estructuras para elaborar una frase"	"No me siento fuerte en el inglés y prefiero estar en silencio durante el recorrido"	"Me da pena decir las cosas mal, alguna vez lo intente pero no fue buena la experiencia"

Table 4 Category Familiarity and Comfort interaction.

These questions were the opportunity to understand how important the communication process between taxi drivers and foreigners is. The lack of vocabulary and knowledge about the language is the main barrier. Sometimes, taxi drivers and foreigners don't have the opportunity to interact in a way that allow better communication.

The only way to get along with somebody is by the talking, people can meet each other better through that action, and in this case will be an amazing opportunity to increase the taxi driver's reputation because the foreigner will ask them again and they can give recommendation to other foreigners to look for their good service. More than a service is about familiarity.

3. Economic opportunity and preference:

The last category pretends to present the opportunity perception to improve the economy of both parts, according to Tatiana Piñeros (2015), director of the Institute of Tourism (IDT) of Bogota, said that what is intended is to exalt the work of drivers and also the tourists a pleasant experience and

image both of them as the city are carried. That affirmation was confirm some years ago by the Director of District Institute Roses Tourism Luis Fernando Londoño (2012), who explain that the training is for them because they will be a window of opportunity to attract more visitors to Bogota.

		Questions F/T	F.1/T.1	F.2/T.2	F.3/T.3	F.4/T.4
E.P	Foreigner	6. Would you incentivize economically a transport service for its communication quality?	"A service like that is very expensive but useful. I wish it to be cheaper"	"Surely I will feel so comfortable taking this kind of service"	"Yes, I use taxi a lot so I would ask the driver to be my personal one when I require the service"	"Of course, as a foreigner, taxi is my main mean of transport because I dont know this city enough"
	Taxi Driver	6. ¿Cómo podría representar un ingreso económico el uso del inglés no estructural en el servicio de transporte para turistas?	"cuando uno habla puede conocer las necesidades y ayudar a resolverlas, y eso muchas veces genera propina"	"si uno comprende al extranjero ellos lo valoran económicamente"	"si el extranjero siente comodidad en la comunicación nos tiene en cuenta en el servicio"	"Dominar el ingles representa un apoyo económico no solo por la propina sino por la preferencia y referencia del servicio a otros usuarios"

Table 5 Category Economic Opportunity and preference.

These last questions address the analysis to the importance of the existence of a service like this taking into account the service and the advantages that it would bring to speak a different language that can offer comfortability due to the type of vocabulary used and they easy way to express information more simple. Most of foreigners said that when they noticed that the taxi driver could communicate with them using English the comfort comes immediately because they can feel free to ask whatever they need in the moment.

Taxi driver's incomes would be better because they would have the advantage in front of other colleagues who have not had the basic English

knowledge to offer a proper service for them and foreigners will prefer a taxi driver who can talk to them if they need something during the road.

The selection of the categories permitted to group all the information collected from the population studied. Each person have different opinions and point of views which gave sense to the analysis matrix designed for this research also because it was possible to make a comparison between the answers and relate them at the same time:

Chapter 5

Conclusions

In this chapter will present the conclusions of the research, in order to answer the main and specific question. Also this study was conducted both to unveil the relevance of the use of non-structural English, and to analyze the possibilities for taxi drivers can improve the communication with Foreigners. Likewise the limitations will be shown in terms of the collected information, accessibility of population groups interviewed and real experiences of interaction between taxi drivers and foreigners.

Finally, the future subjects of this research are going to be shared; these topics can be deepened through new research, on the whole with the remaining lines that contain the most valuable daily experience of taxi drivers and foreigners, the learning process and contributing significantly means the work of taxi drivers in Bogotá based on this research.

Main Findings

This research reveals the positive way to affect the both essential variables in this study , due to both parts agreed on the importance of using a different communication tool than traditional or Conventional English. Specifically foreigners agreed on the importance of getting a transport that besides safety and comfort services gives them a good communication in English that allowing fluently interaction and understand the context of the city.

Secondly taxi drivers coincide about the importance of have a practice tools for speak English, which allow them to improve the communication with foreigners and like this make a progress in their incomes.

Limitation

One of the main limitation found was the taxi drivers' disposition due to their occupations and job activities, besides the lack of interest of some of them was a barrier to develop the procedure data collection. On the other hand taking into account the qualitative method research used, it was difficult to analyze the data taken from surveys and interviews, because of the matrix design required statistical data, and that information was wide, diverse and description.

Additionally the searching of foreigners was quite difficult because it was necessary to find a minimum group of tourist to participate in the interviews, at the beginners found there were only three people ready to develop the interviews. As well foreigners' time considering that they also have duties and responsibilities.

Further Research

This research could be the support to create a didactic and accessible material for those people who want to use the English language as a tool to improve the communication skills and finding an economic opportunity. Besides, this project can guide a different English training that could be applied in new linguistic and tourist projects. Finally, this research also pretends to change the

image that people have about taxi services, qualifying the profession of taxi drivers, recognize and respect this job because the implications that the taxi drivers have for promote the tourism in the Bogota city are very important in the economy development of the country.

Appendix

Appendix 1.

Interview format.



UNIVERSIDAD ECCI
PROGRAMA DE LENGUAS MODERNAS
Entrevista Proyecto de Grado

The following interview has as a main purpose to know your opinion about the taxi service that you use during the time you are living in Bogota in order to give an answer to the next research question: how would affect the use of non-structural English material in the communication process between foreigners and taxi drivers that know a basic English?

1. Do you consider important the use of Taxi as a frequent mean of transport when traveling to Bogotá?

2. When you take a taxi. How is the communication process with the taxi driver?

3. Can you communicate comfortably and freely with the taxi driver?

Yes No

¿Why? _____

4. How would be the ideal communication with the taxi driver?

5. If you have the opportunity to choose a mean of transport where you can communicate easily, would you use it?

Yes No

Why? _____

6. Would you incentivize economically a transport service for its communication quality?

Surveys format.



UNIVERSIDAD ECCI
PROGRAMA DE LENGUAS MODERNAS
Encuesta Proyecto de Grado

La siguiente encuesta, aplicada a taxistas con conocimientos básicos en inglés, tiene como fin dar respuesta a la siguiente pregunta de investigación ¿cómo afectaría el uso de material de inglés no estructural en la comunicación entre los extranjeros y los taxistas que dominan un inglés básico?

1. Teniendo en cuenta su nivel de inglés ¿Cuáles considera que fueron las falencias de su aprendizaje?

2. Si encontrará contenidos temáticos para aprender inglés de una manera menos estructural ¿accedería a él?

Si No

¿Porqué? _____

3. ¿cuáles serían las principales falencias que puede encontrar al momento de comunicarse con un extranjero?

4. Qué considera que le hace falta para tener una buena comunicación en inglés con los usuarios extranjeros.

5. Considerando factores de turismo e intercambio cultural ¿Cómo definiría usted una comunicación de calidad sobresaliente?

6. ¿Cómo podría representar un ingreso económico el uso del inglés no estructural en el servicio de transporte para turistas?

Appendix 2.

Table. Matrix survey of taxi drivers		T.1	T.2	T.3	T.4
K.M	1. Teniendo en cuenta su nivel de inglés ¿Cuáles considera que fueron las falencias de su aprendizaje?	"El método porque es muy antiguo y todo lo tenía que aprender de memoria"	"La falta de tiempo y dedicación"	"Siempre el inglés me ha parecido difícil y no tenía motivación para aprenderlo".	"No pude practicar lo aprendido, por temor a decir las cosas mal".
K.M	2. Si encontrará contenidos temáticos para aprender inglés de una manera menos estructural, es decir que no requiere aprender ciertas condiciones gramáticas. ¿accedería a él?	"Si accedería a el, sobre todo porque no necesito aprender estructuras gramáticas".	"por su puesto siempre y cuando no sea aburrido y económico"	"Si claro, me llama la atención".	"sí eso me ayuda a comunicarme rápido y fácil con el extranjero, accedería a el"
F.I	3. ¿Cuáles son sus falencias al momento de comunicarse con un extranjero?	"La principal es que no sé cómo que decirle en inglés lo que pienso"	"No me acuerdo de las estructuras para elaborar una frase"	"No me siento fuerte en el inglés y prefiero estar en silencio durante el recorrido"	"Me da pena decir las cosas mal, alguna vez lo intente pero no fue buena la experiencia"
K.M	4. ¿Qué considera que le hace falta para tener una buena comunicación en inglés con los usuarios extranjeros?	"tener buenas bases en inglés"	"Pensar rápido y entender lo que dice el extranjero"	"Tener más confianza con el idioma y con el extranjero"	"un curso intensivo del idioma y la oportunidad de practicarlo"
F.I	5. Considerando factores de turismo e intercambio cultural ¿Cómo definiría usted una comunicación de calidad sobresaliente?	"En la que el usuario puede expresarse con tranquilidad"	"Donde se pueden resolver las necesidades e inquietudes del usuario"	"Es aquella donde se puede tener una conversación fluida y familiar"	"Donde entendemos y nos hacemos entender con el extranjero"
E.P	6. ¿Cómo podría representar un ingreso económico el uso del inglés no estructural en el servicio de transporte para turistas?	"cuando uno habla puede conocer las necesidades y ayudar a resolverlas, y eso muchas veces genera propina"	"si uno comprende al extranjero ellos lo valoran económicamente"	"si el extranjero siente comodidad en la comunicación nos tiene en cuenta en el servicio"	"Dominar el ingles representa un apoyo económico no solo por la propina sino por la preferencia y referencia del servicio a otros usuarios"

Appendix 3.

Table. Matrix Interviews of Foreigners		F.1	F.2	F.3	F.4
E.P	1. Do you consider important the use of Taxi as a frequent mean of transport when traveling to Bogotá?	"Yes! Because it is the only way that I use"	"Yes, especially when I need to get to an unknown destination"	"Yes, because I do not feel safe with other transport"	"Yes, all time"
K.M	2. When you take a taxi. How is the communication process with the taxi driver?	"It is very difficult because they do not understand English"	"Communication with taxi driver is very basic"	"It is uncomfortable because they do not speak English"	"It is hard because I have to find a way to make myself understood in Spanish"
F.I	3. Can you communicate comfortably and freely with the taxi driver? (Yes/No) Why?	"No, it is very difficult because they do not understand what I say"	"No, communication is very limited and basic"	"No, It is difficult and uncomfortable communicating with them"	"is uncomfortable because I can not express myself in Spanish"
F.I	4. How would be the ideal communication with the taxi driver?	"To express what I am feeling during the service"	"To feel free of asking whatever I need"	"The ideal is that they understand my needs"	"No language barrier and a basic comprehension"
E.P	5. If you have the opportunity to choose a mean of transport where you can communicate easily, would you use it? (Yes/No) Why?	"of course, it is very necessary especially in a big city like Bogota"	"Definetly that is my biggest problem in Bogota, I cannot communicate too much with people"	"Yes, sure it will be really useful for me"	"Yes, I will use it because I do not speak so much spanish and I do not know how to ask the driver to take me to the place I do not"
E.P	6. Would you incentivize economically a transport service for its communication quality?	"A service like that is very expensive but useful. I wish it to be cheaper"	"Surely I will feel so comfortable taking this kind of service"	"Yes, I use taxi a lot so I would ask the driver to be my personal one when I require the service"	"Of course, as a foreigner, taxi is my main mean of transport because I dont know this city enough"

Appendix 4.

Categories	Code
Knowledge Motivation	K.M
Familiarity and comfort interaction	F.I
Economic opportunity and preference	E.P

Value Table		
Relation	Value	Symbol
Excellent	10	▲
Good	8	○
Average	5	■
Poor	1	▼

Taxi drivers Question	Code
1. Teniendo en cuenta su nivel de inglés ¿Cuáles considera que fueron las falencias de su aprendizaje?	QT1
2. Si encontrará contenidos temáticos para aprender inglés de una manera menos estructural, es decir que no requiere aprender ciertas condiciones gramáticas. ¿accedería a él?	QT2
3. ¿Cuáles son sus falencias al momento de comunicarse con un extranjero?	QT3
4. ¿Qué considera que le hace falta para tener una buena comunicación en inglés con los usuarios extranjeros?	QT4
5. Considerando factores de turismo e intercambio cultural ¿Cómo definiría usted una comunicación de calidad sobresaliente?	QT5
6. ¿Cómo podría representar un ingreso económico el uso del inglés no estructural en el servicio de transporte para turistas?	QT6

Taxi drivers Question	Code
1. Do you consider important the use of Taxi as a frequent mean of transport when traveling to Bogotá?	QF1
2. When you take a taxi. How is the communication process with the taxi driver?	QF2
3. Can you communicate comfortably and freely with the taxi driver? (Yes/No) Why?	QF3
4. How would be the ideal communication with the taxi driver?	QF4
5. If you have the opportunity to choose a mean of transport where you can communicate easily, would you use it? (Yes/No) Why?	QF5
6. Would you incentivize economically a transport service for its communication quality?	QF6

		T1	T2	T3	T4	T5	T6	T7	T8	T9	T10	T11	T12
K.M	QT1	▼	▼	■	▼	▼	▼	■	▼	■	▼	▼	▼
K.M	QT2	▲	▲	▲	○	▲	■	▲	▲	○	○	▲	▲
F.I	QT3	▼	▼	▼	■	▼	■	▼	▼	▼	■	▼	▼
K.M	QT4	▲	▲	▲	▲	▲	▲	○	▲	○	▲	▲	▲
F.I	QT5	▲	○	▲	▲	▲	○	▲	▲	▲	■	○	▲
E.P	QT6	▲	▲	▲	○	▲	○	▲	▲	○	▲	▲	▲

		F1	F2	F3	F4	F5	F6	F7	F8	F9	F10
E.P	QF1	▲	▲	▲	▲	▲	○	▲	▲	▲	○
K.M	QF2	▼	▼	■	▼	▼	▼	■	▼	▼	▼
F.I	QF3	■	▼	▼	■	▼	▼	▼	■	▼	▼
F.I	QF4	▲	■	▲	▲	▲	▲	○	▲	▲	▲
E.P	QF5	▲	○	▲	○	▲	▲	▲	▲	▲	▲
E.P	QF6	▲	▲	▲	▲	○	▲	▲	▲	○	○

		▲	○	■	▼
K.M	QT1	0	0	3	9
K.M	QT2	8	3	1	0
K.M	QT4	10	2	0	0
K.M	QF2	0	0	2	8

		▲	○	■	▼
F.I	QT5	8	3	1	0
F.I	QT3	10	2	0	0
F.I	QF3	0	0	3	7
F.I	QF4	8	1	1	0

		▲	○	■	▼
E.P	QT6	9	3	0	0
E.P	QF1	8	2	0	0
E.P	QF5	8	2	0	0
E.P	QF6	7	3	0	0

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