

## Language Skills and Home Prices

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At first glance, many people may not be able to connect the above two items, language skills and home prices, together. Nonetheless, the two are related though the connection may not be entirely straightforward:

- a) **Language skills affect presentation skills** = a good product or a useful service may be diluted or not get the attention (and sales volume) it deserves if it is presented poorly. While graphics and mode of presentation also play an important part, improper choice of words, lack of descriptive focus, inappropriately written long or short promotional essays and the like have more often than not undone all the effort and resources which have been put into producing the product or service. Likewise, a well-written advertisement may sometimes enhance the sale of even a lousy product or service though this usually will not last for long. Hence, an economy which presents itself (including its products, services and capabilities etc) well will do better than one which does not assuming all things being equal.
- b) **Language skills affect absorption of information and knowledge** = this is obvious. A person who cannot read will not only be unable to write, but will also not be able to decipher the content contained in text, media or the web. Performing laborious tasks remains almost the only option. While this may still be a noble thing to do, a menial labor based economy is unlikely to generate high levels of income and wealth.
- c) **Language skills affect critical thinking and analysis** = people think in words or languages. Hence, a person with a relatively wholesome range of vocabulary will be able to think more comprehensively and more deeply (if so required) than one who is inhibited by or limited to a smaller pool of words. While unnecessary complication of simple issues is not to be encouraged, over-simplification of all subject matters is not desirable as well. The goal is to have the capability to comprehend and analyze complicated matters and the ability to present such subject matters in simple easy to digest format and this relates to the overall operational sophistication, effectiveness and efficiency of an economy.

As to how language skills can be acquired and enhanced, one would need to consult an education professional. Nonetheless, understanding the basic "grammar" of a language may be an important starting point as this represents its structure and customs. This can also be quite tough as grammar, unlike

mathematics, has little "deduction" e.g. knowing "am" follow "I" will not automatically lead one to realizing "are" should follow "you" (until the moment your teacher tells you). Yet, once that is overcome (or mastered), the rest becomes easy.

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