Business English in the digital age

Pete Sharma
June 2017

ENGLISH**UK**

Source: Pixaby Walkerud97

Business English in the digital age

Business English in the **digital age**

Apptivities
For Business English

HOW TO WRITE FOR DIGITAL MEDIA
Jeremy Day · Pete Sharma
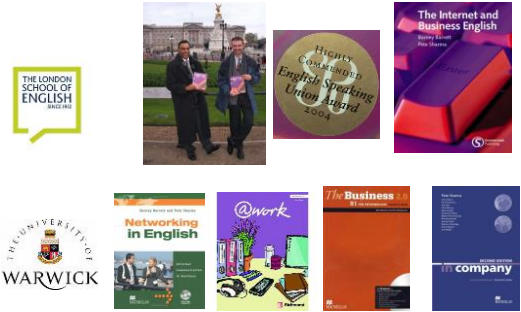
Overview

New technologies

Teaching in the digital age

Innovations
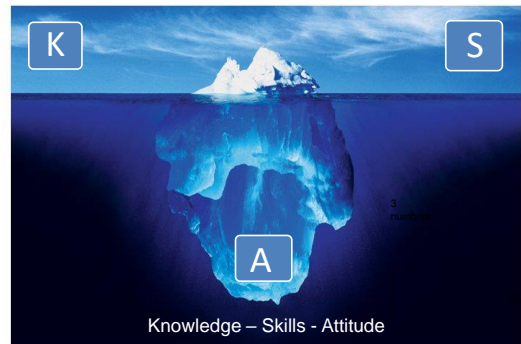
Implications
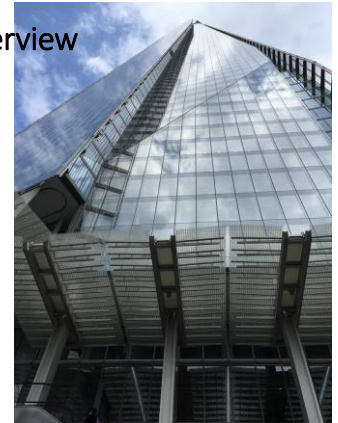
What do we mean by new technologies?

Task

The Internet	Software	Hardware
automatic translators	apps	CD-ROMs
blogs	authoring software	computer room
comic-creator websites	concordancers	data projectors
image-creation software	ebooks	digital cameras
instant messaging	electronic dictionaries	DVDS
news websites	email	interactive whiteboards
online games	interactive fiction	laptops
podcasts	mind-mapping software	mobile phones
poster websites	music software	mp3 players
social networks	presentation software	netbooks
survey websites	quiz-making software	pen/flash drives
text and voice chat	screen-capture tools	tablets
text and voice forums	social bookmarking	video cameras
video-sharing websites	sound-editing software	video recorders
wikis	word processors	webcams

From: Language learning with technology (Stanley: CUP)

Language Learning with Technology
Ideas for integrating technology in the classroom

Graham Stanley

CUP

Knowledge – Skills - Attitude

http://stocktouch.com/wp-content/uploads/2012/02/iceberg-poster.jpg
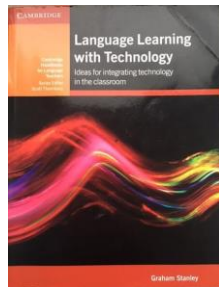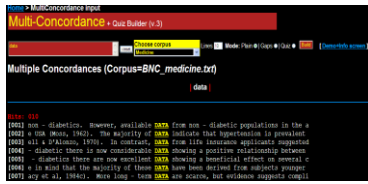
[Freeman]

What?

Why?

Challenges?

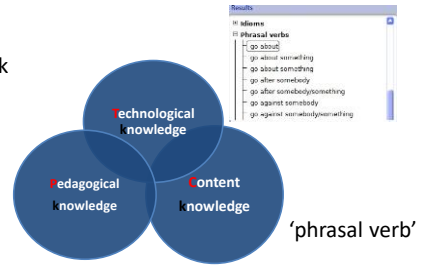**How?**

A concordancer is a computer program that automatically constructs a concordance - an alphabetical listings of words and phrases found in a series of texts (e.g. the Bible / Shakespeare) or a corpus
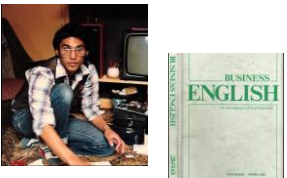
TPACK Framework

How to teach

'phrasal verb'

Adapted from: TPACK framework: tpack.org ©2012

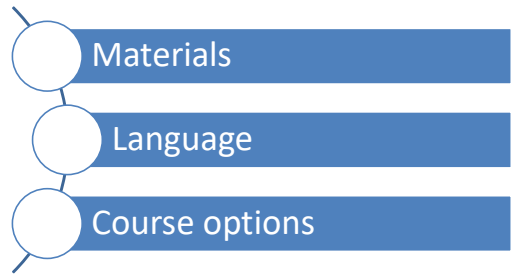## How has teaching changed in this new, digital age?

Then…..

Now…..

Teaching in the digital age

Materials

Language

Course options

Materials

Course book

DVD-ROMs
eWorkbooks
E-book
Digi-book
Apps
LMS

Listening on CD-ROM / DVD-ROM
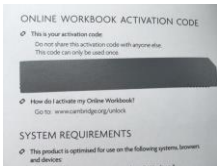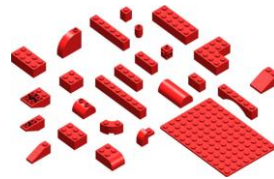
Business Result /OUP

E-books

Navigate iPad - OUP

English for presentations OUP

Digital materials on a LMS
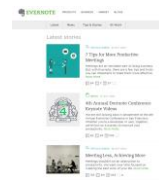
Learning Objects

Tagging

Re-usable

Re-sequence

English for Work
OUP

Platform designs - 3D

e-learningwmb

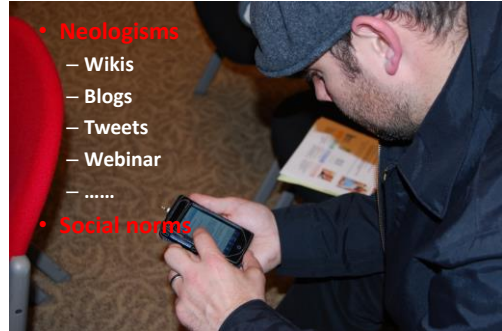Authentic materials

Company Websites

Blogs

TED

Source: www.ted.com

Crowd-sourced Handout – **predipsharma@gmail.com**

Language

- **Neologisms**
  - **Wikis**
  - **Blogs**
  - **Tweets**
  - **Webinar**
  - **......**
- **Social norms**

Online course options

Website claims:

1-2-1 lessons online anytime, anywhere
Fully qualified native and bilingual teachers who care
In partnership with the British Council
We guarantee progress with our Learning Promise
Personalized study plan and ongoing support
Learn at a time that suits you (24/7)
Online courses with interactive content

Rosetta Stone
English Live
Open English
mYngle
E3 English
Highway to English
English Up
....

Face-to-face online

Learn English online, face-to-face

At Stratford Teachers, we use the internet to teach English face-to-face. Our classroom is the world and our students are everywhere.

This means you can have lessons at times that are good for you and study the English you need for work, school and your future.

One 30-minute lesson on Skype or Google Hangouts followed by personalised, written feedback costs £30.

Tell us what you want and we will design lessons or a course to meet your needs.

We offer excellent discounts.

Get a 5% discount when you buy 5 lessons and 10% for 10 lessons. If you buy 20 lessons, we will give you a discount of 20%. That's 4 lessons for free!

TOP TIPS BLOG

Pronunciation round-up

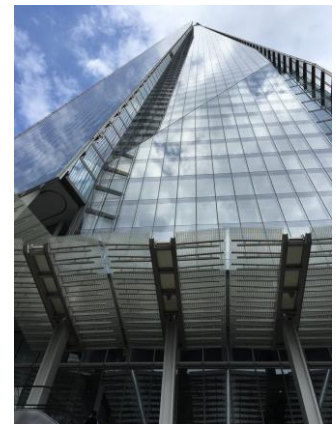Words making the headlines – tax

https://.stratfordteachers.com

Second Life

How has teaching changed in the digital age?

Grammar
Vocabulary
Listening & reading
Speaking & writing

Grammar

Interactive Exercises 24 /7
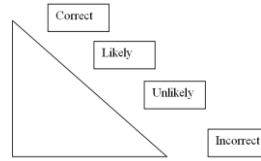

Source: www.pixabay.com

Grammar reference materials

Likely – unlikely language

Correct
Likely
Unlikely
Incorrect

People

Persons

Likely – unlikely language

- We're at Stockholm / We're in Stockholm
- If we would have done that.......
- Did you do that already? / Have you done it yet?
- If I was you / If I were you
- Charles, you're not understanding me

  – 400 activities for Interactive whiteboards (Barrett / Sharma / Jones)

Infinite clone tool

Right or wrong?

"I am in London for two days"

Infinite clone tool – Right or wrong?

"I am born in Pune"

"I've been to Rome"

"I have seen Mark yesterday"

"If I will see James, I will give him the message"

Source: 400 activities for Interactive whiteboards (Barrett / Sharma / Jones)

Vocabulary

Business Result OUP

Vocabulary

Word frequency
Storage
Review
Dictionary

S1 / W3

Red***
Red**
Red*
Black

Longman

MACMILLAN English
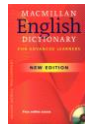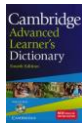
Word frequency

A1, A2, B1, B2 (CEFR)

Oxford3000™

Word frequency

Red***
Red**
Red*
Black

Which frequency?

Exposure

Cast

Rob

Fracture

Hassle

MACMILLAN DICTIONARY

ANSWER: https://www.macmillandictionary.com/

Storage

A-Z notebook

In a spreadsheet

In an app

On index-cards

In a vocabulary notebook

Collins VOCABULARY Organizer
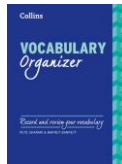
Oxford Advanced Learners Dictionary
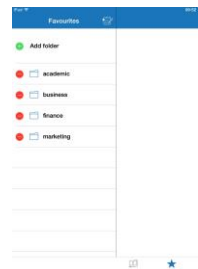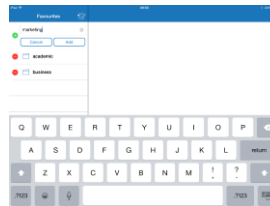
Listening

TED

'Out of class'

Strategy work

Choice

Source: www.ted.com

Reading

Graded readers

E-book readers

Quick Response code - scannable barcode

QR-code readers

'Digital destination'
Website
Text
Power Point

Jigsaw reading
Treasure hunts
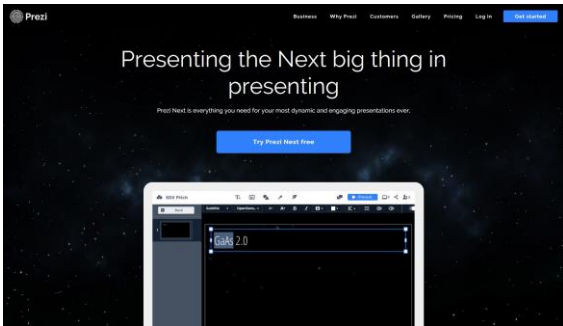Match

Maze

Escape from Pizza Palace [Richmond]

PRACTISE BUSINESS ENGLISH WITH
DAILY NEWS FROM THE WALL STREET JOURNAL

Source:
www.getnewsmart.com

Speaking

Presentation tools

Voice recognition

Recording

Source: www.prezi.com

Voting tools

Source: *https://kahoot.it*
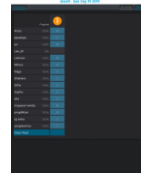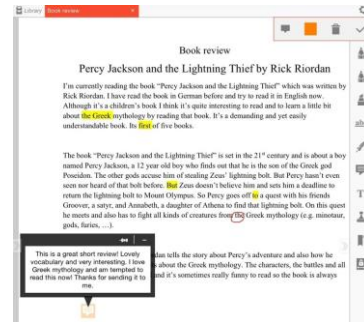
Socrative

Poll everywhere

Writing

Feedback

Genre

Collaboration

Giving feedback

iAnnotate
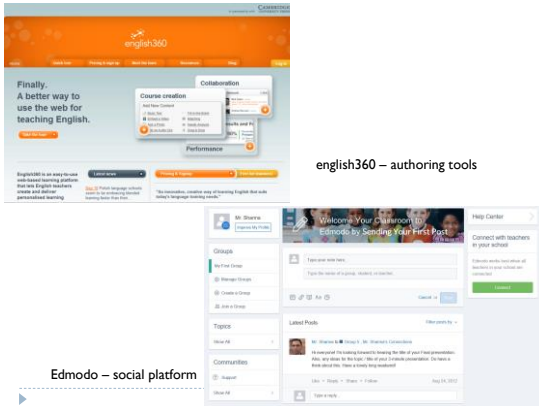
Innovation

Blended Learning

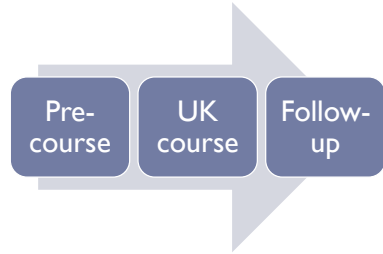Mobile learning

Adaptive learning

AR

VR

Blended Learning

english360 – authoring tools

Edmodo – social platform

Pre-and post course

| Pre-course | UK course | Follow-up |

The flipped classroom

http://www.pbs.org/newshour/making-sense/cant-decide-just-flip-coin/

Mobile learning

Mobile learning

'Little red vocabulary notebook'

Students move
Devices mobile
Learning experiences which are mobile

(Dudeney, G. & Hockly, N.)

Dimensions

In-class ⟷ On the move

Class-set ⟷ BYOD

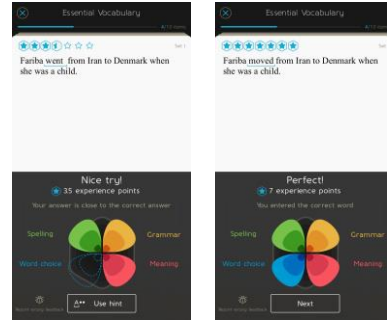Rich content ⟷ Discrete content

Hockly, N

Adaptive learning

...education / training that utilises technology and data to provide an individually customised learning program to students that intelligently adapts to their learning needs (Kerr, P.)

Spaced repetition

Knowledge graphs

ADAPTIVE LEARNING

Philip Kerr

Oxford English Vocabulary Trainer

OEVT - OUP

Augmented reality

Source: *https://flashsticks.com*

2004 prototype

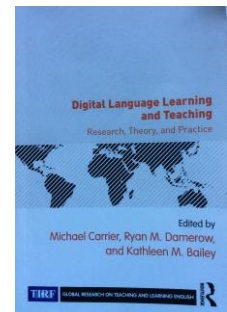2006 Canon

Virtual reality

Microsoft Hololens

HoloLens is a head-mounted display unit connected to an adjustable, cushioned inner headband, which can tilt HoloLens up and down, as well as forward and backwards

Implications

### What do teachers need to know?

They need to know what digital learning means, and they need to develop the confidence to understand and implement it in their classrooms

Digital Language Learning and Teaching
Research, Theory, and Practice

Edited by
Michael Carrier, Ryan M. Damerow, and Kathleen M. Bailey

What do teachers need to know?

- Understand the dynamics of taking more responsibility for students' out of class learning experiences

- Focus more explicitly on what students access and engage with before the lesson, during the lesson and after the lesson
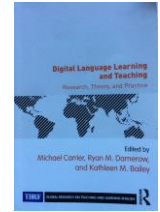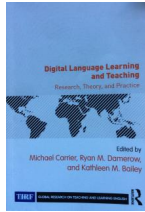
- Digital teachers are aware of and can direct students to use different learning materials, learning technologies, smart-phone apps, web resources and so on

  - Blended Learning
  - Mobile learning

  - Adaptive learning
  - Personalized learning
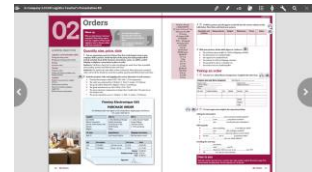
  - The flipped classroom

Reflection

What teacher competencies are necessary?

https://thedigitalteacher.com/
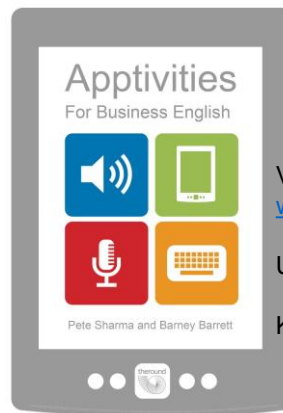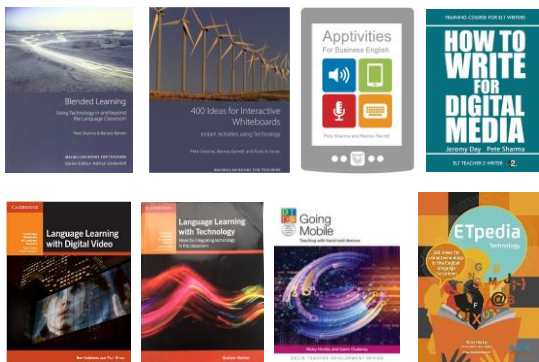
Manage in-class technology

Source: Logistics (Macmillan)

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Use discount code

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http://www.psa.eu.com/