Teaching English for Specific Purposes: Meeting Our Learners' Needs

Universidad Argentina de la Empresa
Buenos Aires, Argentina  ■  July 12, 2007

Featured Speakers
Donna Brinton
Almut Koester
Thomas Orr

The TESOL Symposium on Teaching English for Specific Purposes is sponsored by

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OVERVIEW

In many instances, ELT professionals are called on to develop and teach courses in English for specific purposes (ESP) to prepare students for academia, law, business, medicine, or such specific workplace settings as hotels and construction. The challenges of meeting these specific needs are numerous, and most ELT professionals do not have specialized training in ESP.

This symposium will explore the development and teaching of ESP—especially English for academic purposes and English for workplace settings. It will examine the implications that ESP has for

- Curriculum development
- Course design
- Materials development and evaluation
- Assessment
- The role of the ESP teacher

This TESOL symposium provides an opportunity for English language teaching professionals in Latin America to learn from and interact with leading experts in the field and their colleagues in the region. The speakers will share their work and research on ESP to help participants further develop insights and skills. In the morning, each speaker will present highlights of their work and perspectives on the topic. Each speaker will then lead an afternoon breakout session. During the closing session, another leading expert will summarize the topic, and the speakers will address participants’ questions and comments. TESOL will publish and mail the speakers’ papers and final proceedings to participants after the symposium.

SYMPOSIUM SCHEDULE
July 12, 2007

8:30 am–9:30 am

Check-in/Tea and Coffee
(Hall 2 subsuelo, Aula Magna, Edificio Lima)

Welcome and Opening Remarks
(Hall 2 subsuelo, Edificio Lima II Aula Magna)

Sandy Briggs, President,
Teachers of English to Speakers of
Other Languages, Inc.

Patricia Orsi, President,
Argentina TESOL

Introductory Presentations

Two for One? Language-Enhanced
Content Instruction in English for
Academic Purposes
Donna Brinton

The Contribution of Research to
Materials Development in ESP: The
Case of Business English
Almut Koester

The Pursuit of Expertise
Thomas Orr

12:00 pm–1:30 pm

Lunch (on your own)

Concurrent Discussions

Two for One? Language-Enhanced Content Instruction in English for Academic Purposes
Donna Brinton
(Aula Taller: S201)

The Contribution of Research to Materials Development in ESP: The Case of Business English
Almut Koester
(Aula Taller: S202)

The Pursuit of Expertise
Thomas Orr
(Aula Taller: S203)

3:30 pm–4:30 pm

Closing Session/Questions & Comments
(Hall 2 subsuelo, Edificio Lima II Aula Magna)

Viviana Cortes
Closing Remarks
Ana Maria Rocca, Immediate Past President, Argentina TESOL
LOCATION

The TESOL symposium will be held at the Aula Magna at Universidad Argentina de la Empresa (UADE), located in downtown Buenos Aires, Argentina.

Universidad Argentina de la Empresa
Lima 717. C1073AAO
Ciudad Autónoma de Buenos Aires
Tel: 0800-122-UADE (8233)
http://www.uade.edu.ar

The university is near the Obelisco (a 67-meter tall obelisk), one of the most famous landmarks in Buenos Aires, and not far from San Telmo, a famous, historic neighborhood known for its architectural landmarks, cobblestone streets, cafés, antique shops, and artisans.

Transportation

- **From the airport**
  Approximate cost of taxi fare from the airport to UADE: Argentine pesos 50 to 60 (approximately US $20 to 25).

- **By train**
  The closest train stations to the university are Retiro and Constitución. The closest subway station is Independencia on the C and E lines.

- **By bus**
  Several urban bus lines (colectivos) have bus stops at the university's door

- **By car**
  Parking is available at the university. The entrance door to the parking lot is located at Av. Independencia 1125. Other parking places are located at Chile 1141, Chile 1240/1241, and Salta 765. However, since the university is located downtown, where traffic is heavy, transportation by bus or subway is suggested.

Upon arrival at UADE, participants should go to 2nd subsuelo Aula Magna.

LODGING

Listed below are several hotels near the Universidad Argentina de la Empresa. Participants should contact the hotels directly for rates, availability, and reservations.

**Grand Boulevard Hotel**
Bernardo de Irigoyen 432 (C1072AAJ) Buenos Aires
Tel: 54 (11) 5222-9000
Reservas e Informes: 0-800-444-BOULEVARD (2685)
E-mail: info@grandboulevardhotel.com
Web site: www.grandboulevardhotel.com
*Three blocks far from UADE University.*

**Imperial Park Hotel**
Lima 101 esq, Hipólito Yrigoyen (C1073AAC) Buenos Aires
Tel: 54 (11) 4383-0555, Fax: 54 (11) 4382 - 8686
Web site: www.imperialpark.com.ar
*Six blocks far from UADE University*

**Conte Hotel**
Carlos Pelegrini 101 (C1009 ABC) Buenos Aires
Tel: 54 (11) 4326-8898/7316/4327-0420, Fax: 54 (11) 4394-5492
E-mail: reservas@conte-hotel.com.ar
Web site: www.conte-hotel.com.ar
*Nine blocks far from UADE University*

**Gran Hotel Argentino**
Carlos Pelegrini 37 (CP 1009) Buenos Aires
Tel: 54 (11) 4334-4001, Fax: 54 (11) 4334-4002
Reservations: 0800-333-1171
E-mail: info@hotel-argentino.com.ar
*Eight blocks far from UADE University*

**Hotel Internacional**
Bernardo de Irigoyen 552-54-58 (1072)
Tel: 54 (11) 4334-4949, Fax: 54 (11) 4331-7191
E-mail: hotelinternacional@velocom.com.ar
Web site: www.hotelinternacional.cjb.net
*Two blocks far from UADE University*
SPEAKERS

Two for One? Language-Enhanced Content Instruction in English for Academic Purposes

The literature on content-based language teaching (CBLT) often claims that students get two for one–both content knowledge and increased language proficiency. The literature also frequently discusses sheltering content, that is, using instructional means to make difficult content more accessible to English language learners (ELLs). However, the literature has less often discussed how content can be used in EAP courses to enhance ELLs' language skills. Donna Brinton discusses an alternate CBLT paradigm–language-enhanced content instruction. She will use an EAP instructional unit from American history (the Lewis and Clark expedition) to demonstrate how language and content goals can complement each other and how content instruction can be enhanced by an overt focus on language.

Donna M. Brinton is the co-author and co-editor of several professional texts including Teaching Pronunciation (1996), The Content-Based Classroom (1997), New Ways in Content-Based Instruction (1997), New Ways in ESP (1998), Content-Based Second Language Instruction (2004), and Heritage Language: A New Field Emerging (in press). She recently retired from the University of California, Los Angeles, USA, to devote more time to writing and working in international teacher development.

The Contribution of Research to Materials Development in ESP: The Case of Business English

Many teachers who enter the field of business English do not have a business background and rely on teaching materials to provide them with the relevant expertise in this area. However, most business English teaching materials are not based on research and may not always accurately reflect the language and content of actual business communication. Almut Koester discusses a number of findings from research into spoken business and workplace interactions, and proposes that such findings can help develop better and more realistic teaching materials in business English.

Almut Koester, Ph.D., is a lecturer in English language at the University of Birmingham, Birmingham, UK, where she teaches discourse analysis, genre analysis and business English and directs courses in continuing professional development for nonnative-English-speaking university teachers. She conducts research on spoken workplace discourse and is interested in the applications of research to ESP teaching. She has published with Routledge, Palgrave, and TESOL, and in international journals such as the Journal of Pragmatics and System. Her recent publications include The Language of Work (2004) and Investigating Workplace Discourse (2006).

The Pursuit of Expertise

Expertise is a crucial concept in ESP, for it not only signposts the personal goal of professional self-development for ESP practitioners but also the goal of those who rely on ESP to develop proficiency in domains of particular English usage. Many ESP specialists, however, do not thoroughly understand the specifics of expertise and thus risk mediocrity in their careers as well as in their training results. Thomas Orr addresses this problem by examining expertise from scholarly viewpoints in multiple disciplines and then provides sound principles for study and practice that can deepen understanding and generate better results among ESP professionals.

Thomas Orr, Ph.D., is a professor at the University of Aizu, Fukushima, Japan, and director of the university's Center for Language Research, where he conducts research on professional communication in science and technology with the aim of developing effective educational programs and materials for nonnative English speakers. He has taught English for more than 20 years in the United States and Japan, and his research has been published by IEEE, Wiley-InterScience, Halldin, Rodopi, Blackwell, TESOL, JALT, JACET, and others. He has served as chair of the TESOL ESP Interest Section, editor for the ESP column in TESOL Matters, and editor of the TESOL book English for Specific Purposes.

Closing Session

Viviana Cortes has a Ph.D. in applied linguistics, from Northern Arizona University, Falgstaff, Arizona, USA, an M.A. TESL, from California State University, Los Angeles, USA, and a B.A. in English and technical English teaching from the Universidad Tecnológica Nacional, Instituto Nacional Superior del Profesorado Técnico (INSPT), Buenos Aires, Argentina. She is currently assistant professor at Iowa State University, where she teaches English grammar, discourse analysis, and ESP classes in the TESL/Applied Linguistics program.