Integrating technology into business English courses

EVO Developing Business English Teachers

Week 4 live session with Claire Hart (06.02.2014)

Welcome to the session, let´s start with a video….

-> So, why start with a video?

- Ways of starting a conversation
- Ways of showing interest / keeping the conversation going

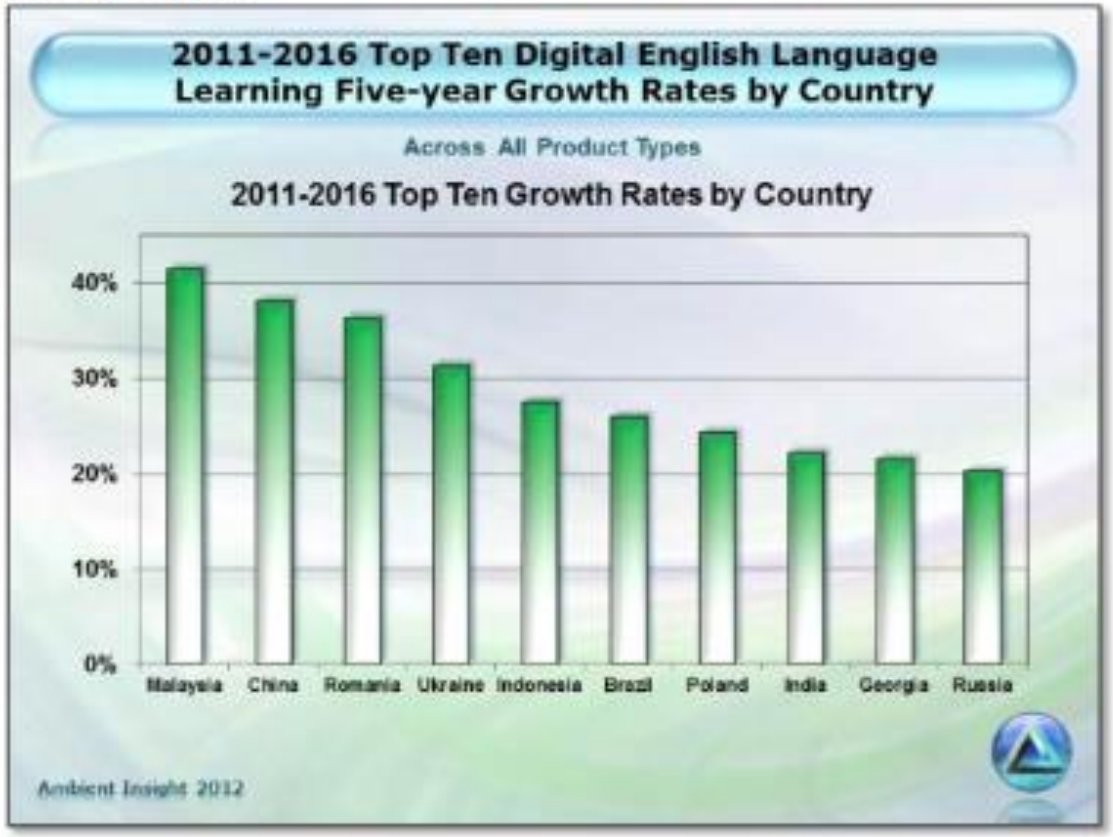
- What assumptions does the man make about the woman on the basis of her race? And what does this teach us about how we should approach people from different cultures

- Why is this video funny? Where does the humour come from?

2005
Luca Bruno / AP
2013
NBC NEWS
Michael Sohn / AP

And it´s going to keep on changing...

Figure 5 – 2011-2016 Top Ten Digital English Language Learning Growth Rates by Country



Me to EVO2014 - Developing Business English Teachers

Which of these types of technology do you make the most frequent use of in your lessons

the learners´ own devices, e.g. their phones 15.38%, 4 vote(s)

your own devices, e.g. your laptop 42.31%, 11 vote(s)

technology provided by the institution where you´re teaching, e.g. a projector 42.31%, 11 vote(s)

Total votes: 26 (Refresh)

Yesterday · 3 Replies ·

Me · Yesterday

I´d be very interested to have your votes on the question in the poll that I´ve just set up. Just click on one of the options to respond.

Gabrielle Jones · 9 hours ago

Interesting question Claire! At the moment I'd say the last point, but it's dramatically changing so that I think that soon I'll be able to predominantly use the learners's own devices.

Task one – Googling to know you better

- Learners google you to get know you better in a first lesson
- Learners google each other to get know each other better

Outcomes

- Raises awareness of different online platforms
- Raises awareness of impression management in an online context
- Refines Google search skills
- Builds rapport and helps start a conversation

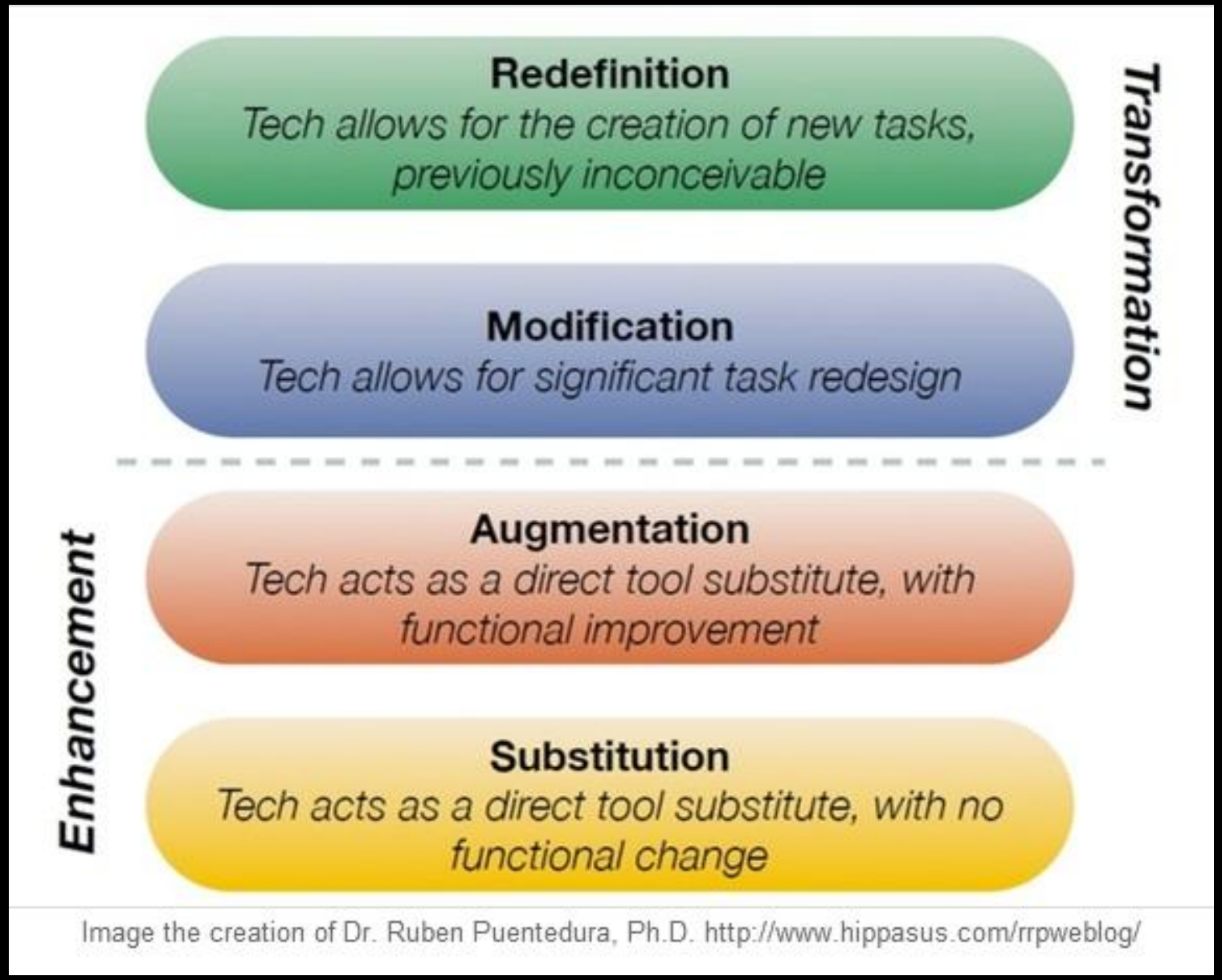


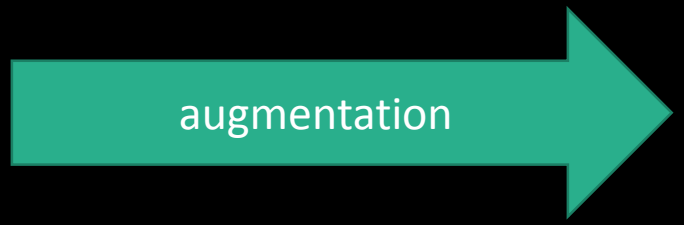
Image the creation of Dr. Ruben Puentedura, Ph.D. http://www.hippasus.com/rrpweblog/

Online platforms

Facebook - Source of information

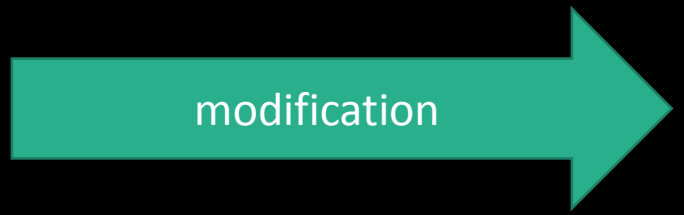
Linkedin - Creating an online profile

- Head-hunting



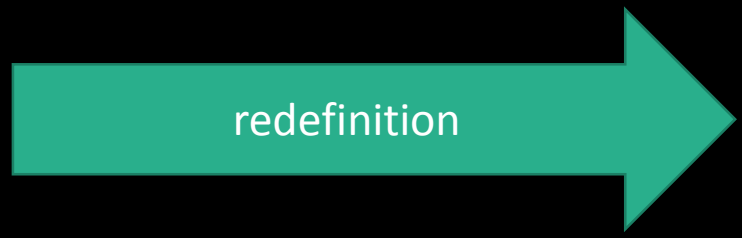
Blogs Creating digital content

Commeting / interacting



Online platforms

Twitter - tweeting companies
- being succinct



Instagram – sharing and commenting on photos
Snapchat

About.me – creating an online profile

kinder

Bench.

GERRY WEBER

evian
EAU MINERALE NATURELLE
NATÜRLICHES MINERALWASSER

DACHSER
Intelligent Logistics
DACHSER GmbH & Co. KG

Mobile brands

- Describing the brands
- Brainstorming: what words do you connect with the different brands?
- What message do they (want to) communicate?
- Effectiveness of the brand: What aspects of it make it more/ less effective?
- What makes a brand so powerful/ successful?
- Giving a presentation about one of the brands.

Help Save The ENDANGERED

PACIFIC NORTHWEST TREE OCTOPUS

From EXTINCTION!

THE PACIFIC NORTHWEST TREE OCTOPUS

The Pacific Northwest tree octopus (*Octopus paxarbolis*) can be found in the **temperate rainforests** of the Olympic Peninsula on the west coast of North America. Their habitat lies on the Eastern side of the Olympic mountain range, adjacent to Hood Canal. These solitary cephalopods reach an average size (measured from arm-tip to mantle-tip,) of 30-33 cm. Unlike most other cephalopods, tree octopuses are amphibious, spending only their early life and the period of their mating season in their ancestral aquatic environment. Because of the moistness of the rainforests and specialized skin adaptations, they are able to keep from becoming desiccated for prolonged periods of time, but given the chance they would prefer resting in pooled water.

Rare photo of the elusive tree octopus

An intelligent and inquisitive being (it has the largest brain to body ratio for any

CEPHALONEWS

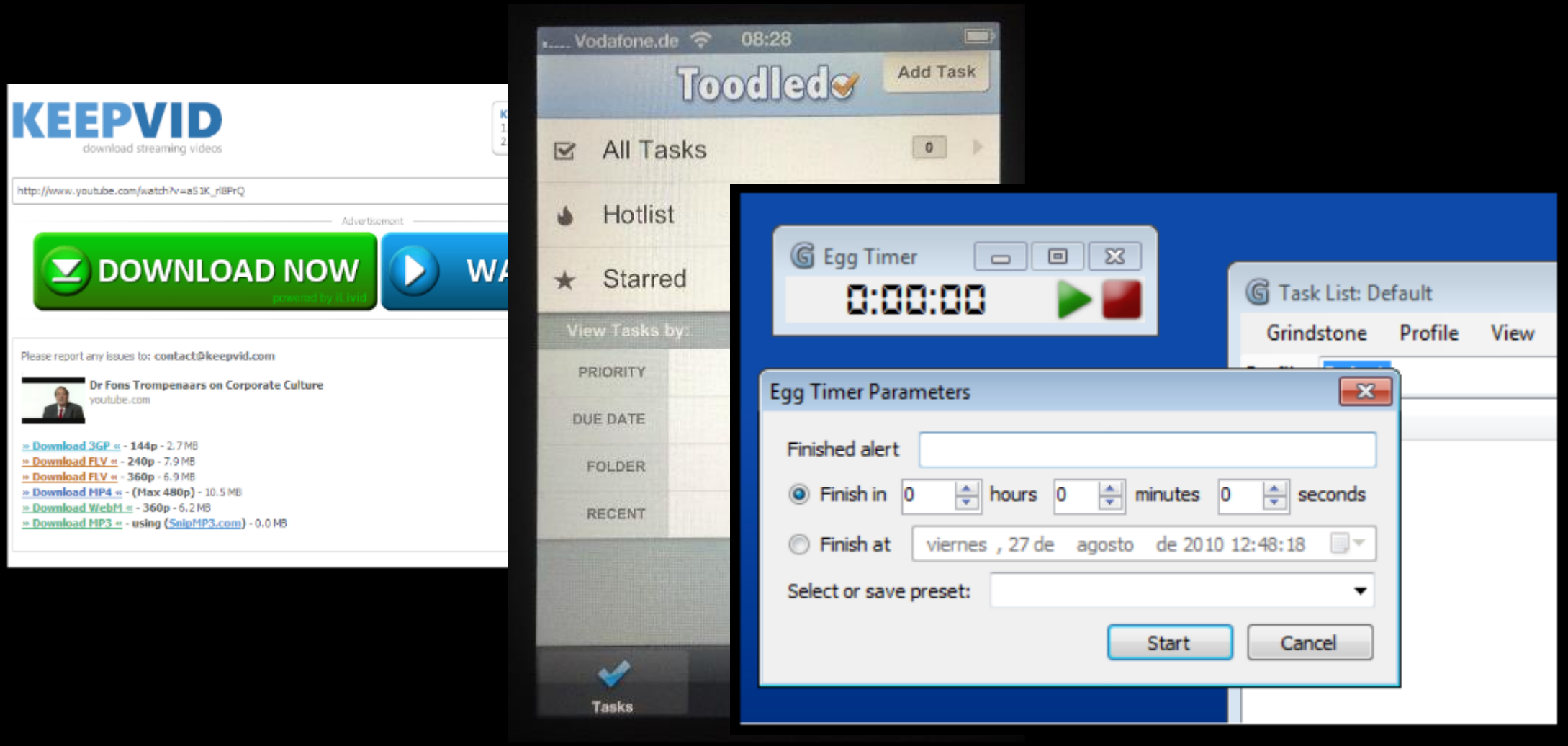
2013-08-27 Even Severed Octopus Arms Have Smart Moves (Sci. Am.)
Octopus's arms are not entirely under the control of the octopus's brain. And new research shows just how deep their independence runs -- even when they are detached.

2013-08-27 Noodle-Armed Deep-sea Squid Mystery

Modals and mobiles

- I can _____
- I can’t _____
- I should _____
- I shouldn’t_____
- I have to _____
- I don’t have to _____
- I must _____
- I must not _____
  with my mobile phone.

Tech tools to make your life easier



What are the benefits of using tech tools
Why do we do it?

collaborate

energise

explore

inspire

play

share

engage

interact

exchange

relate

create

initiate

investigate

communicate