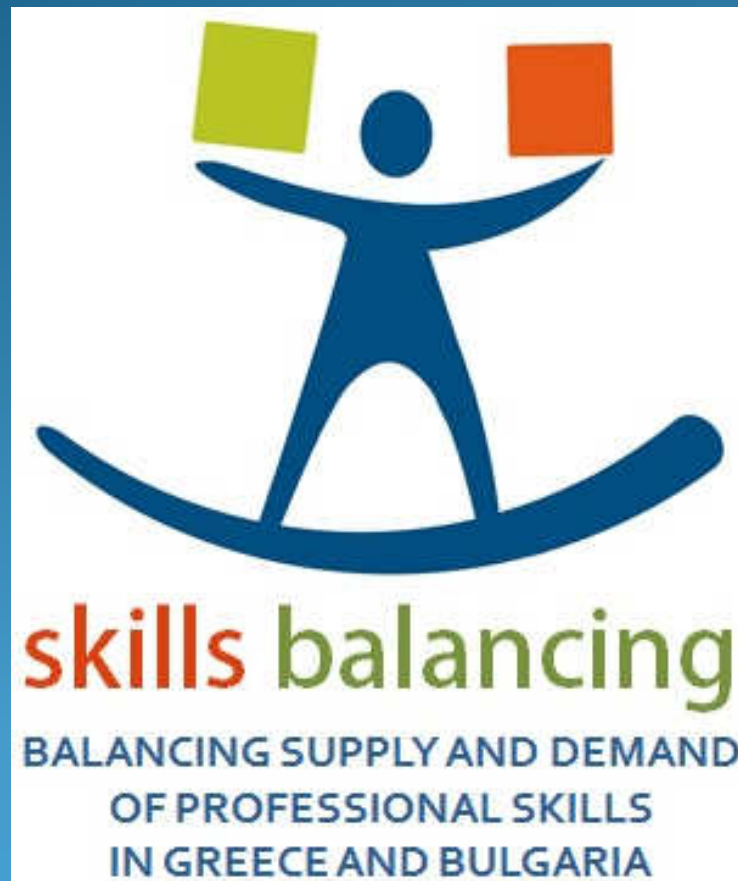


English for special purposes



Ilinka Terziyska, PhD
SWU “Neofit Rilski”



```
graph TD; A[English as Lingua Franca] --> B[General English]; A --> C[English for special purposes]; B --> D[Teaching English for no obvious reason]; C --> E[Academic English]; C --> F[English for occupational purposes];
```

English as
Lingua
Franca

General
English

Teaching English
for no obvious
reason

English for
special
purposes

Academic
English

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IELTS (International English Language Testing System)

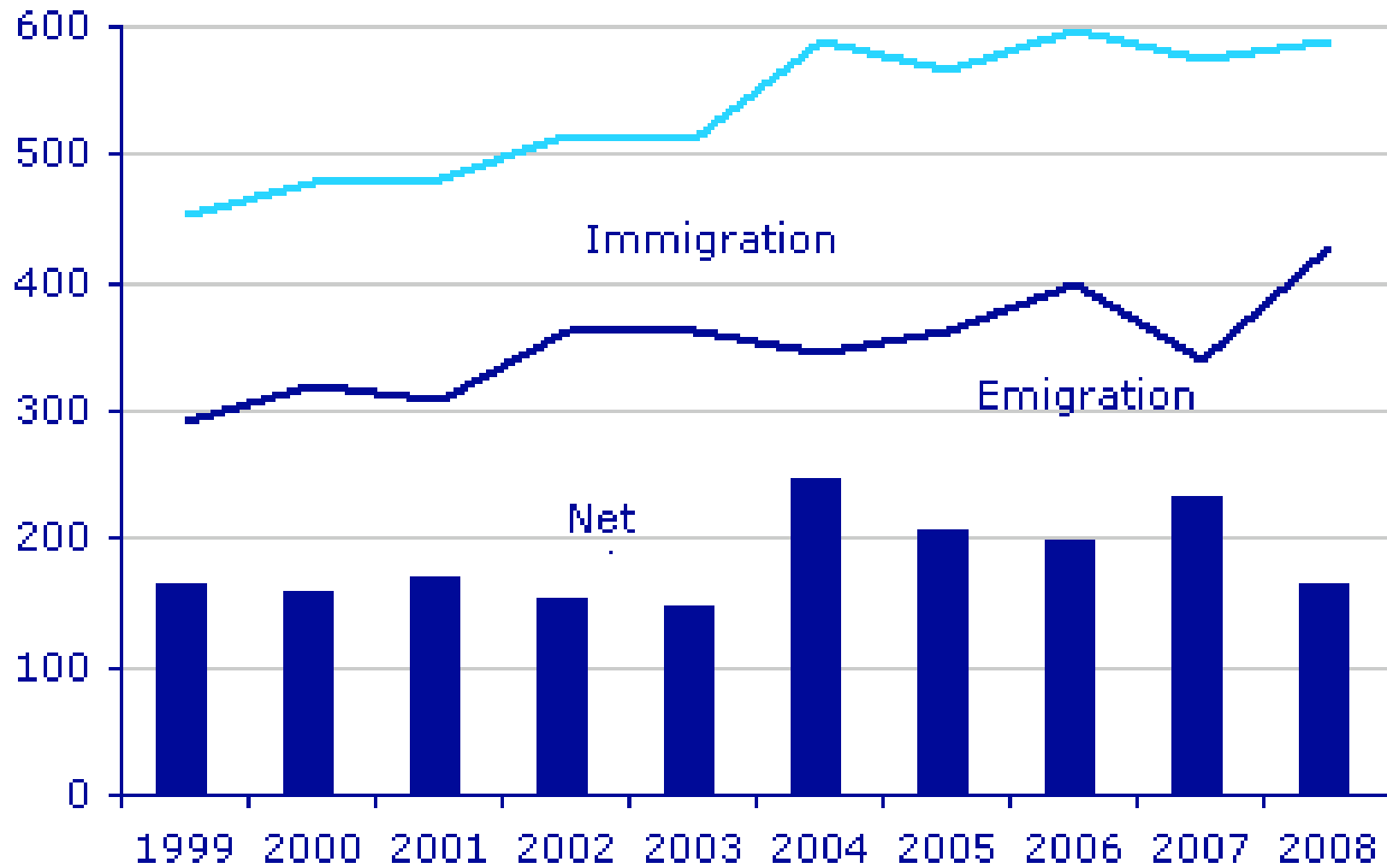
- Jointly owned by British Council, IDP: IELTS Australia and Cambridge English Language Assessment through more than **1,000 test centres** and locations in over **140 countries**.
- Accepted as evidence of English language proficiency by over **9,000 organisations** worldwide.
- Recognised as a secure, valid and reliable indicator of true-to-life ability to communicate in English for **education, immigration and professional accreditation**.



Academic or General Training

- **IELTS Academic** measures the English language proficiency needed for an academic, higher education environment.
- **IELTS General Training** measures English language proficiency in a practical, everyday context.

Thousands



Long-Term International Migration, UK, 1999-2008



Content-based instruction (CBI)

- The focus is on the topic or subject matter - during the lesson students are focused on learning about something;
- Strong connections to project work, task-based learning and a holistic approach to language instruction;
- Very popular among EAP (English for Academic Purposes) teachers as it helps students to develop valuable study skills such as note taking, summarising and extracting key information from texts.



Diploma in International Tourism with English Language Studies

Learn more about tourism and tourism-focused English language skills.

Join 8,259 other students.



Start This Course

Course Information

Modules

Factsheet

Reviews

COURSE DESCRIPTION

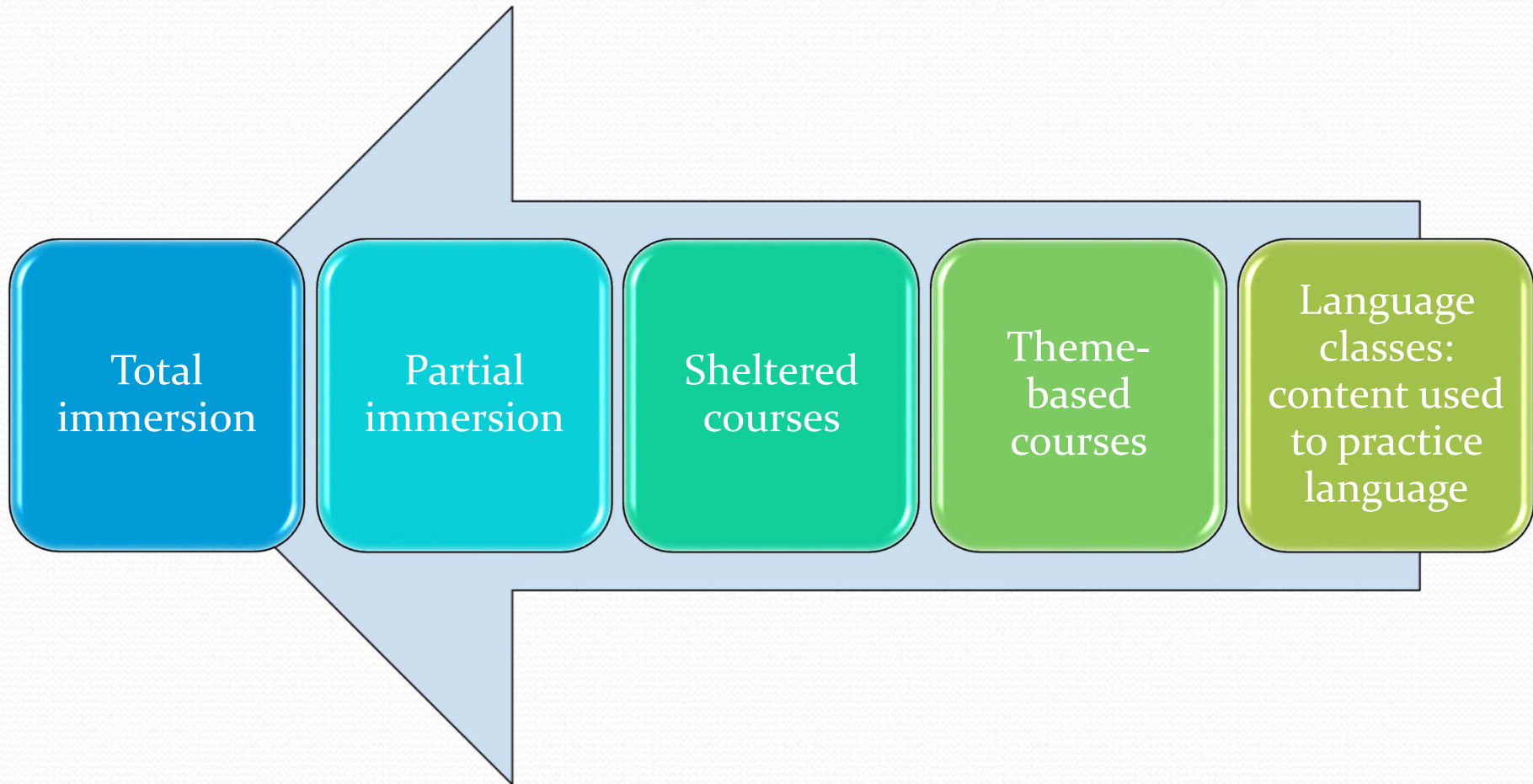
International tourism is a vital part of the economy of many countries and with its continued growth the tourist industry will provide many employment opportunities for individuals with the appropriate skills and qualifications. This course allows you combine the study of many aspects of international tourism and tourism-focused English language skills. The course describes the formation of the tourist industry as well as outlining its sectors and employment opportunities. It then explains the needs of both business and pleasure travelers and the ways that tourism businesses/destinations can market themselves effectively. The final section explains how the tourist industry packages and sells tourism products through retail and online channels. English is the main language

COURSE FEATURES

- Duration**
10-15 Hours
- Publisher**
Global Text Project
- Video**
None
- Audio**
None

- <https://alison.com/courses/Diploma-in-International-Tourism-with-English-Language-Studies>

The CBI continuum



Met, Myriam (2007), "Content-Based Instruction: Defining Terms, Making Decisions" NFLC report.

ESP – forms of learning

Formal learning

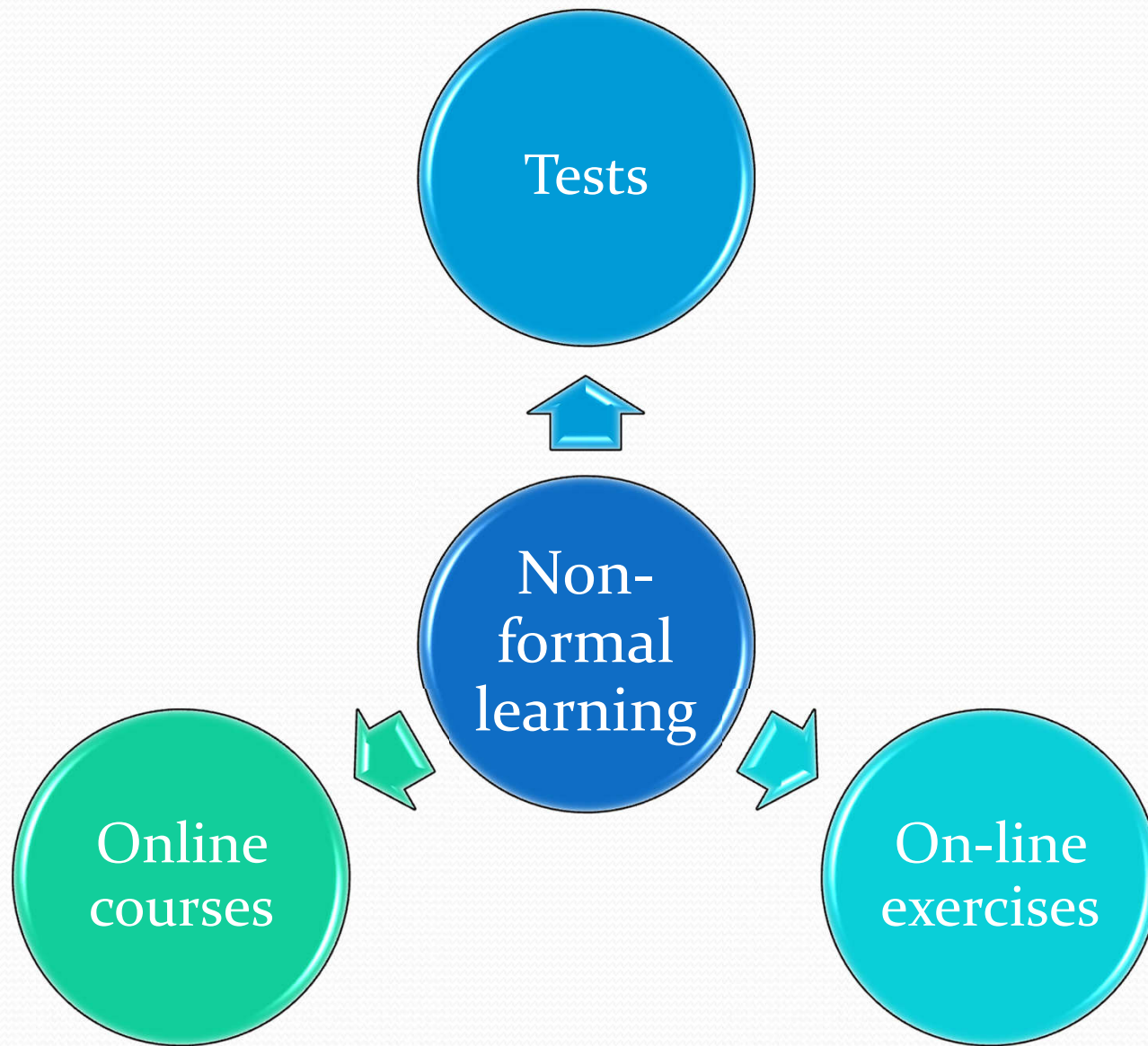
- "Formal education is highly institutionalized, bureaucratic, curriculum driven, and formally recognized with grades, diplomas, or certificates"

Non-formal learning

- Organized learning outside of the formal education system.
- Tends to be short-term and voluntary.
- Typically has a curriculum and often a facilitator

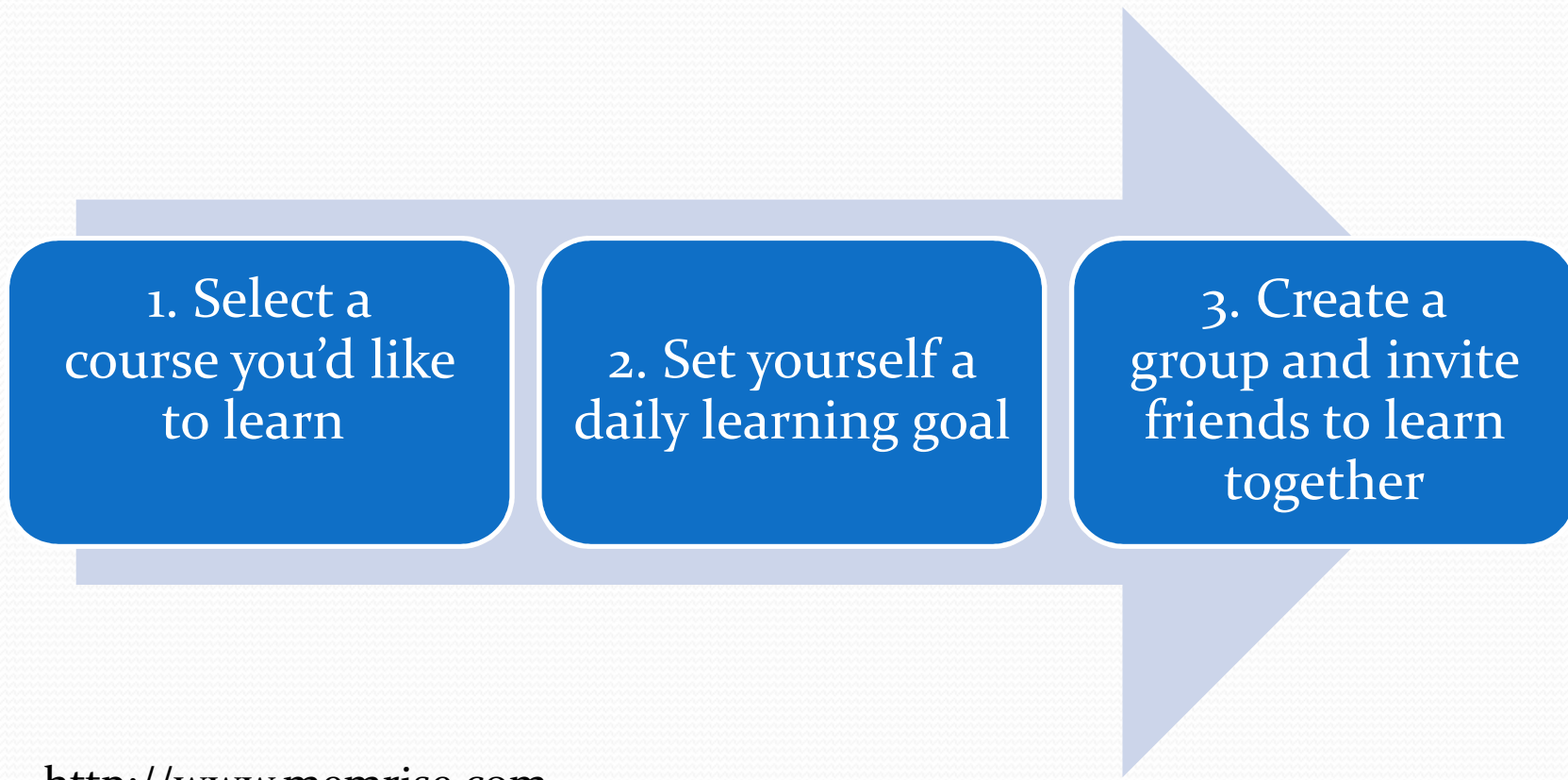
Informal learning

- Outside the formal system, unstructured.
- A lifelong process through which learners acquire attitudes, values, skills and knowledge from daily experience



A blend of non-formal and informal learning

Memrise can help you learn just about anything by following these 3 steps:



<http://www.memrise.com>



Types of informal learning

- self-directed learning: intentional and conscious
- incidental learning: accidental by-product of doing something else, is unintentional but after the experience she or he becomes aware that some learning has taken place
- socialization, or tacit learning: neither intentional nor conscious (although we can become aware of this learning later through 'retrospective recognition')

Reading
texts

Chatting,
forums,
social
networks

Informal learning

Watching
films etc.

Joining
online LL
communities

Listening to
music

Social platforms for language learning

Livemocha English ▼ *Creating a World without Barriers* Member Sign In

Get started! [Create an Account](#)

Learn

Learn to actually speak a new language (or two). Trust us – you can do it!

[Languages](#) | [Live Classes](#) | [Private Tutoring](#) | [Methodology](#)

Teach

From tutors to content creators, Livemocha teachers help learners reach new language learning heights.

[Teach on Livemocha](#) | [Classroom Teachers](#) | [Content Creators](#) | [Language Experts](#)

Explore

Explore the world through practice and conversations – with millions of people from over 190 countries.

[Livemocha Community](#) | [Submitting Exercises](#) | [Who's in the Community?](#) | [Language Exchange](#)

Online subject-matter courses

Coursera:

Free Online Courses from
the World's Top Universities

www.fittinginblog.com

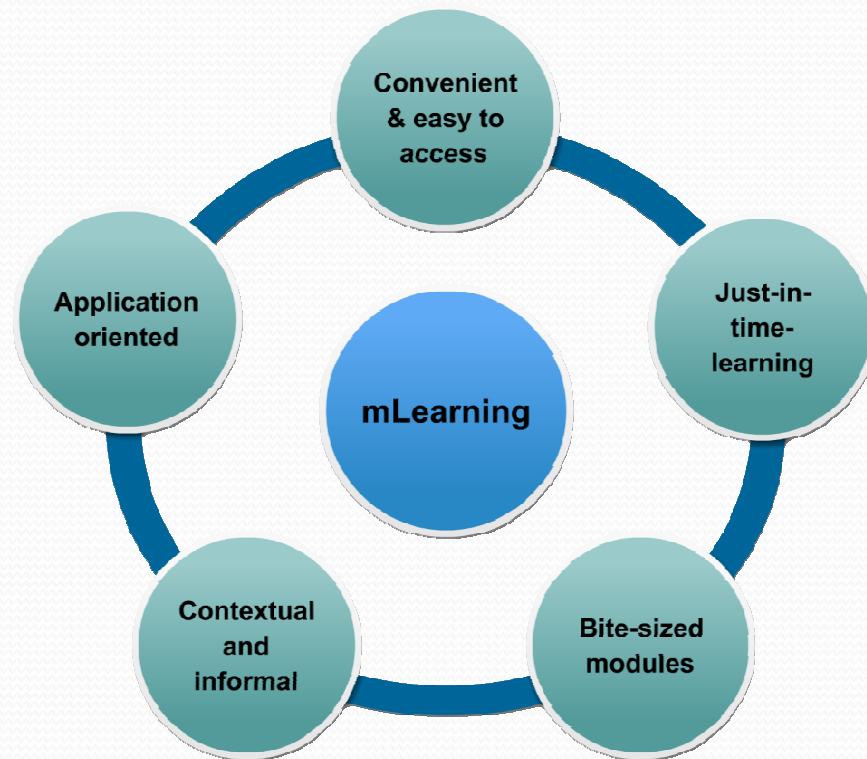
- Video lessons
- Script provided
- Questions after each module
- Forums
- Case-studies

Coursera

FROM 16 UNIVERSITIES



M-learning



- Combines all three modes of learning: formal, non-formal and informal
- Based on content creation and sharing

http://dexler.com/Pages/Offerings/Content/Mobile_Learning.php

Thank you for your attention!

