Discussion on the Development of Three-Dimensional Materials in Business English Teaching

CHEN Jian-lin, ZHAO Xue-min (School of Graduate, SISU, Shanghai 200083, China)

As a branch of English for Specific Purposes, Business English differs from General English in that it demands the teacher to design courses and develop materials according to the learners' language level requirements and job-specific requirements. Based on the communicative approach and the learning-centered approach, this paper, applying some world-wide famous Business English trainers' theories to our country's specific situation, elaborates the advantages of developing three-dimensional materials in Business English teaching and, more importantly, provides some suggestions to three-dimensional materials developers.

Citations

1. CHEN Jian-lin (SHISU, Shanghai Foreign Language Audio-visual Publishing House, Shanghai 200083, China); Computer-assisted Teaching or Autonomous Teaching[J]; Media in Foreign Language Instruction; 2005-04

2. MA Jun-bo (AFLS of Shenzhen Polytechnic, Shenzhen, Guangdong 518055, China; SLCCS of the University of Queensland, Brisbane, Queensland 4072, Australia); On Development of Dimensional College English Learning Material[J]; Computer-Assisted Foreign Language Education; 2006-06

3. CHEN Jian-lin, GU Zhi-zhong(1, China Centre for Foreign Languages Strategy Research, Sflaph, SHISU, Shanghai 200083, China; 2, School of Foreign Languages, Anhui University of Finance, Bengbu, Anhui 233030, China); More Reasonable and Precise Requirements with Realizing Directions —— Interpreting the 2007 College English Curriculum Requirements[J]; Computer-Assisted Foreign Language Education; 2008-01

Similar Journals

- February
- Foreign Language World
- China Scholar’s Abroad
- Research on Education
- Tsinghua University
- Journal of PLA University of Foreign Languages
- College English
- Computer-assisted Foreign Language Education
- Shandong Foreign Language Teaching Journal
Teach English to business English students and begin a rewarding, well-paid ESL job in China. There are plenty of excellent course materials for teaching business English on the market, such as Market Leader and Pearson products, and it is often necessary for the teacher to tailor the course and material according to the class being taught. Popular industries include international trade, hospitality, and the IT sector, for example, with each one having its own unique needs when it comes to what to teach. Often, schools will have PowerPoint slides and interactive whiteboards in the classroom with digital material to be used in class. It is common for business students to have an online course to teach business English like a total pro. It's a little different from general English, but we'll walk you through everything you need to know here. In order to achieve these goals, they need specific types of knowledge. It may be how to talk on the telephone, handle complaints, make and deliver a presentation, read analyses or write reports. Whatever it is, your students will not be successful unless you focus on what they need to know. But how are you supposed to know what they need if you've never worked in a business role yourself? You don't have to come in with a bag of tricks. Simply ask your students.