Resources, support for academic teachers
Significant changes in learning environment
Significant changes in learning environment
What do students need?

During their studies

At the end of their studies

In their future careers
Some recurring themes in academic environment

MOBILITY

SPECIALIST LANGUAGE

INTERNATIONALISATION

During their studies, at the end of their studies, in their future careers.
Challenges for publishers?

• The world of ELT is moving away from grammar-driven syllabuses, instead we are seeing a rapid growth of ESP and EAP

• We are also seeing a growing demand for more tailored courses which will prepare students to study and work in an English speaking environment

• Publishers need to address the needs of the economy by preparing a generation of well-educated, globally-mobile young people
The need to respond to students’ needs

• Listening to lectures and note-taking
• Writing academic end-of-term papers
• Writing a diploma project / dissertation
• Reading authentic academic and professional texts

• Taking part in international seminars, and conferences
• Giving presentations, speaking fluently
• Developing tolerance and respect for other cultures, skills for studying in multi-cultural environment
Cambridge Academic English
- designed specifically for university students
- develops academic language and critical thinking skills across disciplines
- special focus on academic structures and independent study skills
- the DVD includes real lectures from the University of Cambridge
Communicating Across Cultures

What do we mean by ‘culture’?

Why is CAC important during studies?

Why is CAC important after studies?
What do our students need?

During their studies

At the end of their studies

In their future careers
THE ENGLISH-SPEAKING UNION

Dynamic Presentations
Mark Powell
Cambridge University Press

Duke of Edinburgh English Language Book Award - Highly Commended

Awarded on:
Wednesday 9 November 2011

Sir John, The Duke of Edinburgh, President of the English-Speaking Union

The English-Speaking Union
Support for Academic Teachers - Professional Development
Professional development - specialist courses in various disciplines
Challenges for publishers - closing comments

• Publishers need to respond quickly to the changing needs of universities across the world
• There’s much more to English than the traditional set of skills (reading, writing, listening and speaking), teaching real-life skills became ‘a must’
• There’s a limit to how much we can guess / work out as teachers. We need expert support
• There is a growing demand for online, blended learning courses, to facilitate studying and develop self-study skills
Digital natives – new learning tools and styles
IELTS examinations - the way to success in international exchange programmes
The Professional’s Choice