



# IATEFL BESIG Summer Symposium 2011

Teaching Business English with Digital Technologies



24 - 25 June, University of Central Lancashire, Preston, UK

## Plenary by Pete Sharma Business English in the Digital Age



Web 2.0 and digital technologies have radically impacted on business communication: business today is conducted through e-mail, wikis, video-conferencing, Second Life, Twitter ..... technology has changed not only the way business people communicate, but also language itself: "Pls txt!"



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content through a learner management system (LMS).

Nevertheless, the use of new technology excites radically different reactions. Many issues remain highly controversial. What value do social networking sites like Facebook have? Is 'blended' best? Should schools invest in Interactive Whiteboards? Will digital workbooks replace the printed page?



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This plenary offers a critical examination of what we teach and how we teach it. It will first focus on modern international business communication and describe how changes in the corporate arena have impacted upon business English teaching. Secondly, it will analyse the impact of new technology on the business English profession, and show how every aspect of our work as teachers has been affected. Participants will leave with the answer to the question: What does the 21st century business English teacher need to know about Web 2.0 and digital technologies?

**Pete Sharma** is a Director of Pete Sharma Associates Ltd, which runs workshops in educational technology: <http://www.psa.eu.com> He is currently working as a lecturer in EAP (English for Academic Purposes) at Warwick University, and is on the committee of the IATEFL Learning Technologies SIG. Pete writes extensively on technology in language teaching. His latest book as co-author is 400 Ideas for Interactive Whiteboards (2011 Macmillan). He has written multimedia content for Macmillan digital products and is the co-author of the Learning Technology page in BESIG Issues.

