

Englisch für Medienschaffende (B2)

Student workload: 2 SWS

Course leader: David Potter

Course materials

The course leader will provide and/or approve course materials. These will comprise a series of video clips of speeches (e.g. www.ted.com) and short newspaper articles (e.g. www.economist.com) in the first half of the semester. In the second half of the semester each participant will make his or her presentation for review by the group.

Course content

The course materials will provide students with the opportunity to examine the business models of companies or business personalities that are shaping a modern European economy. Business personalities under review are likely to include leaders of the data economy or traditional manufacturing companies. The final choice of course materials will be discussed and agreed in the first two sessions. The course leader will take account of a participant's business-related interests.

Each participant will make at least one presentation. Please be clear that each participant will have the opportunity to produce materials and present the business model of a company or a business personality during the second half of the semester.

Course objectives

To develop participants' English language skills and, in particular, their ability to:

- learn vocabulary,
- understand key ideas in complex oral presentations and written texts,
- summarise complex texts orally and in writing,
- present a company's business model and/or strategy orally and in writing,
- outline benefits and drawbacks of a company's business model and/or strategy,
- put and/or contradict a viewpoint in a group discussion,
- use appropriate language in professional, stressful environments.

Prerequisites: B1 (European Language Portfolio)

Method of teaching

Self-study time is for participants to research, read and evaluate suitable materials as well as to prepare power-point slides and a script on their chosen subject matter.

Class sessions will provide participants with the opportunity to work on presentation skills. Participants will receive guidance and oral feedback on effective communication in English. Class sessions will thus adopt a classic seminar-type format that encourages presentation, participation and discussion.

Examination: assessed presentation during semester

Other matters: if you have any questions, please ask (david.potter@hs-offenburg.de).