

# English for the World of Work: focus on professional speaking and writing skills.

## Modules overview

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### **1. Professional identity 1: creation of a digital profile**

In this module, students will learn to create a social media profile in today's professional world and develop their online presence, express their personal qualities and professional skills effectively, and learn about the concepts of “personal branding” and “digital footprint”.

The module will cover the following topics:

- expressing different types of personal qualities, professional skills, and qualifications.
- describing strengths and weaknesses
- discriminating between appropriate and inappropriate social media content
- creating a LinkedIn ‘about’ section.

### **2. Professional identity 2: writing your curriculum vitae**

The principal aim of this module is to reflect on the importance of creating an effective CV, as it gives you the opportunity to summarise your educational path as well as your skills and experience. Each participant will focus on personal and work-related qualities, which will be translated into English and integrated in a new CV. The layout of the CV matters just as much as its contents, so special attention will be also given to the visual dimension.

The module will cover the following topics:

- describing personal and professional qualities
- describing hobbies, interests and sporting achievements (which can be important to include on your CV)
- choosing the right layout

### **3. Job interviews: effective questions and answers**

In this module, participants will learn how to handle a job interview, practising asking questions and giving answers.

The module will cover the following topics:

- preparing for common interview questions
- practising your answers and presentation
- using and interpreting body language
- writing a cover letter

### **4. Spoken interaction 1: introduction to pronunciation**

The aim of this module is to develop and consolidate students’ competence in the phonetic and phonological aspects of the English language. Students will become aware of the role of pronunciation in oral communication and learn the main features of British English and other varieties and accents.

The module will cover the following topics:

- pronunciation: problems and awareness
- main features of English pronunciation

### **5. Online interaction: e-mail, twitter, facebook, instagram**

This module will review different types of registers, levels of formality, and forms of written interaction useful in online English communication in the workplace.

In particular, students will practice using different written web genres starting with email and then working on Facebook and Twitter posts.

The module will cover the following topics:

- writing emails with an appropriate level of formality depending on the context
- using the right expressions typical of Internet writing
- responding to customer inquiries in a professional manner
- writing promotional posts for products or events

### **6. Spoken interaction 2: videoconferencing**

In this module you will learn how to improve your telephone/video conferencing skills, reflecting on the crucial role your words and body language as well as the use of technology play.

The module will cover the following topics:

- opening and closing a telephone conversation
- leaving someone a professional voicemail message
- using and interpreting body language
- interpreting different backchannels in oral conversation

### **7. Interpersonal Communication in the workplace**

This module aims at improving students' knowledge and ability in using different registers, levels of formality, and politeness forms in the workplace. Students will develop their interpersonal abilities by building awareness and practicing how to interact appropriately with different interlocutors (coworkers, bosses, business partners, clients, etc.).

The module will cover the following topics:

- making requests and expressing disagreement in a diplomatic way
- managing complaints and negative situations in a professional way

### **8. Intercultural communication**

In this module, students will become aware of some of the main issues in intercultural communication, both verbal and non-verbal, and practice communication strategies that are fundamental to facilitate mutual comprehension.

The module will cover the following topics:

- the Global Communicative Competence model
- practice on agreeing and disagreeing: focus on hedging language
- communication strategies: e.g. clarifying, asking for clarification, paraphrasing

### **9. Posts, blog entries and reports**

In this module, students will learn how to write professional reports and posts for blogs and social media networks. The focus will be on textual cohesion and coherence, use of appropriate structures and registers as well as visual elements that contribute to effective communication.

The module will cover the following topics:

- writing a professional report
- writing a professional blog
- writing social media posts

## **10. Marketing**

In this module, students will learn the steps of promoting a product through practice. Students will also learn about the concept of Unique Selling Proposition, and the linguistic strategies used to effectively 'sell' a product.

The module will cover the following topics:

- adjectives to promote products / services
- unique Selling Proposition
- emotive language and other persuasive strategies
- writing a proposal e-mail

## **11. Presentations: visual and digital (powerpoint, prezi) tools**

In this module, students will learn how to create English-language presentations and display them by structuring information coherently, cohesively, and with the appropriate register. Students will learn to draw on appropriate linguistic and visual resources (PowerPoint/Prezi) for effective communication.

The module will cover the following topics:

- creating a coherent and well-structured presentations
- presenting information from a PPT/Prezi using appropriate vocabulary and register
- learning useful metadiscourse to manage a presentation