Fun and Effective Ways to Apply Business Language in K-12

FFLA 2011
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1. What is business foreign language?
2. How to apply?
3. What is the best approach?
4. Case study

*Today’s agenda*
* College level- Foreign language for a specific purpose which is career

* K-12- Foreign language for establish the cornerstone for future career

* Communication skill is the key

*What is business foreign language?
5Cs
* Communications
* Cultures
* Connections
* Comparisons
* Communities

*Standards for Foreign Language Learning in the 21st Century
Three modes of communication
* 2011 German, French

* 2012 Spanish Literature, Latin

* AP exam revision
The six overarching themes

1. Global challenge
2. Science and technology
3. Contemporary life
4. Personal and public identities
5. Families and communities
6. Beauty and aesthetics

*The Thematic Approach*
Business language education can be incorporated as part of a regular language class

- Money
- Profession
- Travel
- Shopping
- Telephone

How to apply the business language?
* Piggy bank and how to count money (Takami, 2010)
* Profession - create a chart with different adjectives, check mark with the suitable profession, conversation activity (Yule, 1997)
* Making sweets and sell them at yard sale
* Compare advertisements in between target country and US (Takami, 2010)
* Advertising & marketing

* Profession-create a chart with different adjectives, check mark with the suitable profession, conversation activity, extension: I think to be adjective is suitable for the profession name because~
* resume
* Profession-create a chart with different adjectives, check mark with the suitable profession, conversation activity, extension: I think to be adjective is suitable for the profession name because~  extension: part-time job interview
* Economic trend
* Communicative Method

* Real-life situation

* The best approach
* Facilitator and monitor rather than leading the class
* Content based lesson
* Purpose to real life situation activities
* Emphasis on communication and meaning rather than accuracy
* Feedback and correction after task

* Basic principals for teachers
* Information Gap
* Role Play
* Interviews
* Games
* Language exchanges
* Surveys

*Best communicative method activities*
* Business English
ESL
http://bogglesworldesl.com/businessESL.htm

* Printable activity worksheets
http://bogglesworldesl.com/

* Where can you find them?
* Case study material developed by Tomoko Takami ("Employing International Business," "Building Connections"

* Objective: Students will understand the difference in products and trend in between the target country and US. Cultural difference

* Project: create CM to sell one of the products of their choice from the Coca Cola co. of the target country

*Coca Cola Project*
1. What do you drink every day? When? How much?
2. Why do you drink it?
3. Is the drink of your choice popular? What kinds of people drink it?
4. Blind tasting: coca cola, Pepsi cola, and Publix cola followed by discussion

* scaffolding activity
1. Compare annual consumption of Coca Cola products in between the target country and US
2. Research Coca Cola products in the target country (computer lab/ HW)
3. Discussion about the result of the research
4. Compare advertisements
5. Create own advertisement as a project

*Unit plan*
AQUARIUS: America Commercial