Don't Forget Language!

Building Language Proficiency in Content-Based Courses
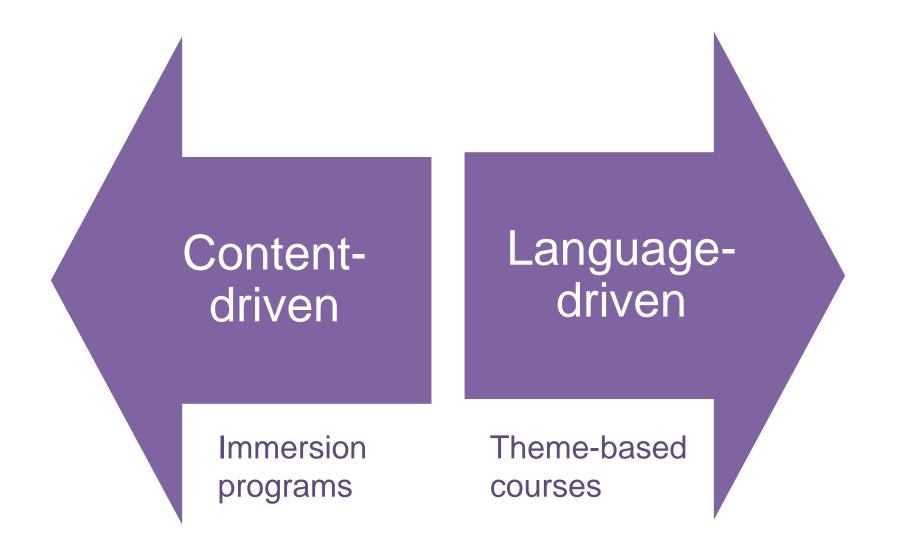
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Overview

1. Review
2. Explain
3. Show
4. Suggest
5. Practice
6. Q & A

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Examples

1. DLI
2. DLI Bridge
3. Language for Specific Purposes

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Content-driven

Language-driven

Immersion programs

Theme-based courses

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Research on content-based instruction

1. Teachers struggle to identify language objectives.
2. Language gains may be minimal.

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Language content

Spanish for Business at Weber State

A. Observations
   1. The textbooks tend to be content-driven.
   2. Instructors often lack preparation.

B. US Dept. of Ed. Grant-- Funds for
   1. training
   2. materials
   3. reduced teaching load

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WSU Department of Foreign Languages
Mission Statement

The Department of Foreign Languages promotes **global awareness and intercultural understanding** by providing instruction in various languages. We prepare majors and minors to **function effectively in a foreign language** by offering courses in literature, culture, linguistics, pedagogy and language for professional purposes.

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WSU Department of Foreign Languages Learning Outcomes

1. **Proficiency in listening and speaking**
2. **Writing ability**
3. **Ability to write in different styles**
4. Literary and cultural analysis
5. **Descriptions and explanations of culture**

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Proficiency Levels in the Workplace

ACTFL Level	Language functions	Corresponding Professions/Positions
Advanced High	• *Narrate and describe in past, present, and future* • *Deal effectively with an unanticipated complication*	• Human Resources Communications Consultant • Financial Services Senior Consultant • Marketing Manager
Advanced Mid		• Banking and Investment Services Customer Service Representative • Account Executive • Human Resource Benefits Specialist
Advanced Low		• Billing Clerk • Consumer Products Customer Services Representative • Retail Service Personnel

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Proficiency Levels in the Workplace

ACTFL Level	Language functions	Corresponding Professions/Positions
Superior	- *Discuss topics extensively* - *Support opinions* - *Hypothesize* - *Deal with linguistically unfamiliar situations*	• Financial Services Marketing Consultant • Foreign Area Officer

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Integrating language and content in Spanish-for-Business courses

Language functions
Discuss topics extensively
Describe and narrate in past, present, and future
Express and support opinions
Hypothesize

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Integrating language and content in Spanish-for-Business courses

Courses	Language functions
Part 1	Discuss topics extensively
	Describe and narrate in past, present, and future
	Express and support opinions
	Hypothesize
Part 2	Express and support opinions
	Hypothesize

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Integrating language and content in Spanish for Business Part 1

Language functions	Business-related activities
Discuss topics extensively	**Explain business concepts and issues**
Describe and narrate in past, present, and future	**Research companies and explain past successes and failures**
Support opinions	**Propose solutions and argue for those solutions**
Hypothesize	**Anticipate obstacles and how they can be overcome**

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Integrating language and content in a Spanish for Business Part 1

Language functions	Business-related activities	
Discuss topics extensively	Explain business concepts and issues	
Describe and narrate in past, present, and future	Research companies and explain past successes and failures	**Course project (Business plan)**
Support opinions	Propose solutions and argue for those solutions	
Hypothesize	Anticipate obstacles and how they can be overcome	

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Integrating language and content in Spanish for Business Part 1

Language functions	Business-related activities		Content
Discuss topics extensively	Explain business concepts and issues	Course project	1. **The nature of business** 2. **Management** 3. **Human resources** 4. **Marketing & transportation** 5. **Banking, accounting, & finance**
Describe and narrate in past, present, and future	Research companies and explain past successes and failures		
Support opinions	Propose solutions and argue for those solutions		
Hypothesize	Anticipate obstacles and how they can be overcome		

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Integrating language and content in Spanish for Business Part 1

Language functions	Business-related activities		Content
Discuss topics extensively	Explain business concepts and issues	Course project	
Describe and narrate in past, present, and future	Research companies and explain past successes and failures		1. The nature of business 2. Management 3. Human resources 4. Marketing & Transportation 5. Banking, accounting, & finance
Support opinions	Propose solutions and argue for those solutions	**Case studies**	
Hypothesize	Anticipate obstacles and how they can be overcome	**Business letters**	

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Language functions	Business-related activities		Content
Discuss topics extensively	Explain business concepts and issues		
Describe and narrate in past, present, and future	Research companies and explain past successes and failures	Course project	1. The nature of business 2. Management 3. Human resources 4. Marketing & Transportation 5. Banking, accounting, & finance
Support opinions	Propose solutions and argue for those solutions	Case studies Business letters	
Hypothesize	Anticipate obstacles and how they can be overcome		

Intercultural competence

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The National Standards applied to Spanish-for-Business courses

Communication

Culture

Connections

Comparisons

Communities

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The National Standards applied to Spanish for Business courses

Communication

Interpretive

Interpersonal

Presentational

Cultures

Connections

Comparisons

Communities

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The National Standards applied to Spanish for Business courses

Communication

Cultures

Connections

Comparisons

Communities

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Communication

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Comparisons

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Spanish for Business Part 1
Course learning outcomes

By the end of the course, successful students will be able to do the following:

1. **Explain** various **aspects of business** in detail.

2. **Explain** past successes and failures of **particular businesses**.

3. **Argue** (orally and in writing) in the **context of business.**

4. **Hypothesize** about the effects of **business decisions** and possible reactions to those effects.

5. **Work and communicate in groups** in order to accomplish **business-related tasks**.

6. **Write a coherent business letter.**

7. **Describe and explain** (orally and in writing) aspects of **culture** that are important for **doing business** in Spain and Latin America.

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Steps for integrated activities

1. **Prepare** for the activity through reception and discussion of texts related to the content being studied.

2. **Process** another text related to the content being studied that exemplifies the language function being developed.

3. **Notice** examples of the language function, pointed out in the text by the instructor.

4. **Review** vocabulary and structures that support the function.

5. **Practice** using the function in the context of the content being studied.

6. **Apply** the function to a task involving the content.

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Sample Activity: "Expressing an argument regarding business structures"

1. **Prepare:** Students read about and discuss business structures.
2. **Process:** They read a case study related to this topic.
3. **Notice:** They see a copy of the case study, with language for expressing arguments underlined.
4. **Review:** They review language for expressing arguments
5. **Practice:** They practice expressing arguments in a business context.
6. **Apply:** Students select a solution and use the appropriate language to support it.

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