

# What's the future of business English training in the corporate world?

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27<sup>th</sup> IATEFL BESIG Annual Conference - 2014  
Bonn, Germany

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# Interregnum

Crisis



uncertainty

impotence

lack of  
confidence



# Some questions

- What's the role of English worldwide?
- Why has it achieved this status?

# Some more questions

- Do you think English should be used as a medium of instruction?
- What role should English play in education in primary, secondary and higher education?

*“I believe in the fundamental value of multilingualism, as an amazing world resource which presents us with different perspectives and insights, and thus enables us to reach a more profound understanding of the nature of the human mind and spirit. In my ideal world, everyone would be at least bi-lingual.*

*I believe in the fundamental value of a common language, as an amazing world resource which presents us with unprecedented possibilities for mutual understanding, and thus enables us to find fresh opportunities for international cooperation. In my ideal world, everyone would have fluent command of a single world language.”* Crystal, 2000 p. xiii

# And more ...

- Is English the language of business?
- Yes, no? What does it imply?
- What English?

# Still more...

With the widespread use of technology and online platforms for self-study

- What is our role?
- Are we needed, why? Why not?



# Conclusions?

- English is the new Lingua Franca
- Content or language and communication skills
- Corporate language strategy
- English linguistic profile of the position
- Technology as a tool
- Learner and teacher – the most important resources

*These are just temporary conclusions...*

Language is “relations between people and the world”

Language learning is “learning ways to relate more effectively to people and the world”

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Thank you!

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