

MATERIALS DESIGN IN ESP: "EFFECTIVE PHONE CALLS"

The necessity of writing this textbook derived from the overall aim of ESP syllabus for students majoring in economics and business and objectives of the module 'Telephoning', which were formulated in compliance with students' needs and national qualification levels of achievement (EQS and EPP). Practically all learners of Business English need to make and receive phone calls. They need to be equipped with a range of skills and language to give them confidence to deal with any difficulties they may encounter over the phone. As we are to engage our students in reflection and self-assessment, and thus enable them to assume responsibility for their own learning, we could not follow any existing course book systematically and tried to compensate the inadequacy of existing materials and shortage of authentic resources to cater for our students by creating new teaching materials appropriate to students 'needs.

Taking into account the principles of the ESP Curriculum which served as a guide for writing this book, we tried to integrate modern methodology with specialist content.. This approach was manifested by our attempt to follow the model for materials design suggested by Tom Hutchinson and Alan Waters [Hutchinson & Waters 2003, p.108, 109]. We used this model to provide a coherent framework for integration of various aspects of learning, while at the same time leaving enough room for variety to flourish. The model combines the following four elements: input, content focus, language focus and task. It acts as a vehicle, which leads the learners to the point where they are able to carry out the task that is of primary focus of the unit. The text-book is expected to incorporate authentic and locally-developed materials, which help to create a context for various activities.

It contains the following parts:

- methodology of telephoning (presents classification of phone calls, identifies telephoning-building blocks, explains template for evaluating students' performance);
- main part (consists of six units, each of them contain materials for class and self-study work and include business-related situations likely to occur in telephoning);
- appendixes (include functional exponents, business documents, letters and faxes layout).

In conclusion, I would argue towards a view of this text-book as a learner-centred one, providing opportunities for self-study and developing not only language skills but also transferable professional skills (such as dealing with phone calls and business correspondence, etc.). After a year of piloting the text-book will be evaluated by all involved, and any refinements or alterations made. We should be particularly interested to hear from any institutions which has used it in their teaching/learning process.

References

1. English for Specific Purposes National Curriculum for Universities (2005). Kyiv: Lenvit.
2. Hutchinson, T., Waters, A. (2003) English for Specific Purposes.-Cambridge: Cambridge University Press.

Khodtseva, A. Materials Design in ESP: Effective Phone Calls [Text] /A.Khodtseva // Інноваційні технології викладання англійської мови та стратегії мовної освіти упродовж життя».— Київ, 2009.— С.44-46.