

MAIN TIPS FOR TEACHING BUSINESS ENGLISH AT HUMANITARIAN FACULTIES

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В статье анализируются основные особенности преподавания делового английского языка в системе высшего образования, в частности, для гуманитарных специальностей, а также предлагаются возможные варианты оптимизации процесса обучения данной дисциплине.

Ключевые слова: преподавание делового английского, гуманитарные специальности, деловая коммуникация, технологии обучения.

The article analyzes the main features of teaching business English in the higher education system, in particular, for the humanitarian sphere, and offers possible options for improving the learning process in this discipline.

Keywords: teaching business English, humanities, business communication, learning technology.

Recently considerable attention is paid to teaching business English at courses, universities, and even some schools due to the high popularity of this discipline in the whole world. The basics of business communication in the studied foreign language are required for everybody who enters the labor market.

Business English is a unique but rewarding subject to teach. According to the accepted definition, teaching business English is a specialized form of teaching the language that focuses on business terminology, commercial activity, and related topics. However, if we consider other meanings of the term business (*author's note*: Collins Dictionary defines business as work or some other activity that you do as part of your job and not for pleasure) business English may sound like „English for specific purpose“.

In this article, we will talk about special requirements in teaching business English at the humanitarian faculties; analyze the content of this discipline and choice of teaching aids; discuss possible options for improving the learning process in this discipline.

The goal in teaching business English at the humanitarian faculties we consider as to increase the initial level of foreign language proficiency achieved at the previous stage of education and master necessary and sufficient level of foreign language communicative competence for solving social and communicative tasks in various areas of professional, scientific, and cultural spheres of activity, in communication with foreign partners, as well as for further self-education.

To achieve this goal the following tasks are assigned: to preserve, maintain and develop speech skills in the socio-cultural sphere of communication; to improve the skills and ability to conduct bilateral and multilateral conversation on the topics studied, summarizing and commenting on its content; to form skills to understand oral and written speech within the framework of general academic and cultural topics; to improve the ability to perceive and analyze textual materials in different media in different fields of communication.

As was mentioned earlier business English is for those who had already achieved some progress in studying a foreign language. In our opinion, studying this discipline requires the following knowledge, abilities, and skills, formed by the previous courses as „Foreign language“: knowledge of lexical minimum in the amount of not less than 5000 educational lexical units; main ways of word formation; culture and traditions of the target language, the rules of speech etiquette; basic ways of working with language and speech material; fundamentals of the theory and practice of translation; skills to search, including the Internet; to work with artistic, cultural and special literature; possession of communicative competence necessary for further educational and professional activity, as well as the implementation of contacts within the selected minimum communi-

cation situations; receptive and productive types of speech activity in English; basic translation strategies and techniques [1].

Business English course is aimed at memorizing the vocabulary used in various areas of business and fixing it through exercises to perform certain business tasks. This includes: preparing a business presentation, conducting negotiations, business correspondence, and communicating by phone. Also, participants will learn how to conduct meetings correctly, defend their point of view, understand their job responsibilities, and write competent letters to clients and partners. Of course, this is not a complete list of topics that could be studied in the course of business English. According to the students' request, teachers can offer a more detailed study of this or that aspect, but these basic skills are usually taken as the basis.

Today there are many textbooks from different publishers for teaching business English. However, all courses are designed for businessmen or students whose future profession is related to business, and, therefore, they may not be fully suitable for students of the humanitarian faculties. Nevertheless, business English is also in demand in this field. It is difficult to imagine the development and professional growth of a specialist outside the communication space, which, thanks to the Internet, has no national borders. Analysis of professional activity of a specialist including the humanitarian sphere shows that it generally consists of receiving information from outside and development, promotion of new knowledge. We are all involved in reading professional sources of information, getting information. Development and promoting new knowledge requires the ability to maintain a conversation, participation in working discussions, brainstorming, meetings, international conferences, any type of business communication. Thus, it is obvious that the business language in a broad sense, is what almost everyone needs.

Speaking about the humanitarian sphere we should mention that content will generally be related to the business world and involve familiarizing students with common terminology, expressions, even slang related to the business world with some peculiarities.

To start the course any teacher needs to find out what outcomes students want to achieve. This will not only help any teacher know what material to cover and the way to achieve progress, but it will allow managing students' expectations. Therefore, to succeed in teaching business English in the humanitarian sphere teacher should not only find out what students want to achieve and get a clear idea about outside sources to use but to create a more realistic environment, choose materials wisely, be flexible and ready to anticipate problems. To make classes more interesting and diversify activities teachers should bring interesting

resources, such as magazines, postcards, videos, reports, visualized materials; practice presentations; teach writing emails, making telephone calls, arranging negotiations; develop problems and teach to find an optimal solution; discuss the importance of such components as greetings, sign-off; expand vocabulary [2]. Having determined what to teach and how to teach it is important to be able to adapt existing materials to the needs of the audience. Traditionally business English course includes such topics as „Jobs, People and Organizations“, „Production“, „Marketing“, „Money“, „Finance and Economy“, „Personal Skills“, „Culture“, „Telephoning, Fax, Email“, „Business Skills“. The organization structure can easily be adapted for the field of activities outside of business – educational establishments, offices, translation and tourists agencies, etc.

In conclusion, it should be mentioned that business English skills are essential for getting ahead at work. Improving business English vocabulary and knowledge will help students work more effectively and open up new career opportunities.

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