

**2 марта 2006 г.**

**г. Санкт-Петербург, Рижский проспект, дом 3  
Дом культуры им. Ногина (сразу за  
гостиницей "Советская")  
метро "Технологический ин-т" или "Балтийский вокзал"**

## The Changing World of English



*Ian Badger is co-author of the new four-level course 'English for Business Life' (Marshall Cavendish ELT) and series editor of 'English for Work' (Longman). He is a partner in BMES (Business and Medical English Services), and a director of English4 Ltd. He is based in Bristol, UK, but works extensively in Finland where he runs targeted business and technical English courses for a multinational paper company; participants on these courses come from sales offices and production units in many countries including Russia, Ukraine, Germany, France and China.*



*Hester Lott has worked for many years as an editor and an author of ELT books, specialising in grammar and methodology. She is an experienced English language teacher, having taught in Italy, London, and Oxford.*



### ПОДАРКИ ДЛЯ ВСЕХ, КАК ОБЫЧНО!

- 14:00 *Registration*
- 15:00 Ian Badger *The changing world of business English*  
In this talk I will examine how globalisation and new channels of communication, such as the use of email and the Internet, mobile telephony, messaging and intranet data systems, have increased the demand for higher proficiency in English - from the shop floor to the board room. I will also identify some constant areas of everyday business communication where basic skills in writing, telephoning and in face-to-face situations are required. Throughout the talk I will refer to my own experiences of running training programmes and courses for companies operating in the global marketplace.
- 15:45 Hester Lott *Do We Need To Teach Grammar?*  
It is possible to learn a new language without explicitly learning anything about grammar. Children do it every day. But is a 'grammar-free' classroom the best learning environment for adults? In this talk I will be discussing the nature of grammar itself, looking at some aspects of modern theories of language acquisition, and discussing the pros and cons of teaching grammar as a distinct discipline.
- 16:30 *Break*
- 17:00 Ian Badger *English for Business Life*  
English learning materials for the fast-changing business world should be relevant, flexible, easy to use, and, above-all, 'customisable'. They should stress the core language needed to participate successfully in the global workplace and, whenever possible, promote self study through accessible and engaging self study components. In this talk I will discuss how business English materials need to keep pace with the demands of the modern business world. I will illustrate the talk with some examples from 'English for Business Life'.
- 17:45 Hester Lott *Grammar: an Art or a Science?*  
Grammar has traditionally been taught very much like a science subject, whereas English is normally considered to be an arts subject. This creates a dilemma. For many English language teachers, one of the most challenging aspects of their job is to incorporate the teaching of grammar into the modern English language syllabus, without boring, annoying or frightening the students! In this talk I will be discussing ways to facilitate the acquisition of a sound grammatical basis without compromising the best of modern language teaching practice.
- 18:30 *Questions & Answers*

Please, pre-register at

tel. **(812) 712-6332, 316-78-92** e-mail [spb@centercom.ru](mailto:spb@centercom.ru)  
or on-line at [www.centercom.ru/events/](http://www.centercom.ru/events/)