Aim
To explore how print and digital can work together in the classroom

Overview
• Historical overview of print in business English
• Digital components
• Practical ideas for blending
Part one:
Historical overview of printed course books

Task

Early days

• Late 60s - Early 70s
  – addition to General English course book
  – specialist vocabulary
  – texts & exercises

• 1972

• Mid-70s – 80s
  – Functioning in business

Late 60s - Early 70s
• 1972
  – The Bellcrest file

Mid-70s – 80s

1991

Key communication areas

1990

Functioning in Business

Business English

1972

The Bellcrest file
Framework materials

<table>
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<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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Further developments

- Pre-experience vs in-work
- General business English books
- Vocational courses
- Skills books (presentations)

Amazing Mazes

My students receive a course book
- Needs analysis
- Authentic
- ESP mats
- Teacher-produced
- Podcasts
- Student produced
- Flipped

My students don’t receive a course book
- No materials

The course book conundrum

Part two: Digital components:
which do you use?

Video: video podcasts
Authentic materials: websites / blogs
Interactive exercises
E-books
apps

CD-ROM
Printed Book
Audio CDs
App
LMS
Tablet
Digital book
Online workbook activation code
Printed book
You can download the software with your access code.
No code can be used more than once.
Video materials – video podcasts

What’s your favourite video on TED?

Company website

Bloggers

Interactive exercises CD-ROM / DVD-ROM
Learning management system

Which country?

E-books

Apps

What’s your favourite app?

Part three

Print

Digital

When is it more appropriate to use print?

When is it more appropriate to use digital?

Scales / dimensions

No autonomy

Autonomous

High tech knowledge

Low tech knowledge

Offline

Online

Expert produced

Local produced

Similar needs

Different needs
Practical ideas

- Grammar
- Vocabulary
- Language skills
  - Listening
  - Reading
  - Speaking
  - Writing

Grammar

- How many conditional forms are there in English?

DoS: 3 / 4 / 5 / 5 plus

"If I’ve got home, I’ll deal with that"
Unfinished

"If I was a doctor"

‘grammaring’

Reference materials

Practical English Usage App
OUP

Visual Grammar
Richmond
How do your students store new vocabulary?
Flipping the classroom

Reading

Reading

Reading

Augmented reality
Quick Response code - scannable barcode

'Digital destination'
Website
Text
Power Point
Jigsaw reading
Treasure hunts
Match

Speaking

The Big Picture [Richmond]

Voting tools
Speaking

Give an example of **good** customer service

Give an example of **bad** customer service

What’s the question?

Idea acknowledgement: John Hughes

Writing

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**Blending print and digital**

Pete Sharma
LABCI conference
Mexico City
July 2017

Thanks!