

## *English for Media Professionals*

*As a professional in the field of global media you will need:*

- to articulate trends, events and opinions in English
- to utilize genre appropriate English terminology
- to speed read/skim English text and synthesize information
- to give instructions in English
- to produce detailed reports in English
- to understand detailed reports and other documents in English
- to use email effectively
- to conduct telephone communication
- to chair meetings
- to present facts in English



### *Focus of the training:*

- intensive graded analysis of unfamiliar vocabulary, and expressions to describe consumer trends and information relevant to the student
- practise presentation delivery under authentic time/emotional conditions
- develop case studies through active reading, listening, and role play of authentic situations
- develop accuracy in use of industry specific syntax, idioms and vocabulary
- where necessary, remedial language work: grammar, vocabulary, comprehension, oral and written expression
- practise of discourse and interpersonal skills focusing on: interacting, thought framing, processing arguments received, acting and reacting spontaneously
- socialising in English; build confidence in networking, interacting and socialising with peers
- increasing speed of reaction (absorb information, process and respond)

### *Results driven structure of the programme:*

- strong element of individual coaching
- presentations in a lecture theatre before an audience representing a variety of nationalities, backgrounds, specialities and levels
- dedicated daily sessions to improve fluency and accuracy in language
- both Quatorial and Tutorial sessions have clearly identified, transparent objectives, appropriate time limits and a pace calculated to challenge the learner at all times