

**HELTA**



Hamburg English Language Teaching Association

# HELTA EAP DAY

## English for Academic Purposes

Professional training event with

**Michael McCarthy**  
**Marina Marinova**  
**Helen Spencer-Oatey**  
&  
**Juliane House**



**3 February 2018, Saturday 0930 – 1615**

**Berufliche Schule für Medien und Kommunikation (BMK)**  
Eulenkamp 46, Hamburg  
(google map: <https://goo.gl/Ve3W9A>)

**Free for HELTA members / 20 EUR on door for non-members**  
(fee reimbursed for new members)

**Registration Essential**  
Contact [chair@helta.de](mailto:chair@helta.de) by 22 January 2018

**(Attendance/Fortbildung certificates provided)**

### Programme

0930 – 1130 Exploiting corpus-based information about academic speaking (Michael McCarthy)

1115 – 1215 Teaching through lexis (Marina Marinova)

1300 – 1500 Politeness evaluations and the impact of culture (Helen Spencer-Oatey)

1515 – 1615 (Im)politeness in Cross-Cultural Encounters (Juliane House)

(Further details at [www.helta.de](http://www.helta.de))

## **Exploiting corpus-based information about academic speaking**

(Michael McCarthy)

Recent developments in spoken corpus analysis have generated a lot of quantitative information about academic speaking. However, successfully exploiting such information to inform EAP pedagogy calls for additional qualitative interpretation that takes into account institutional speech events and stylistic variability. Corpus insights enable us to go beyond formal features of the grammar and the lexicon to an understanding of phenomena such as chunking, turn-taking, discourse marking and pragmatic features of monologic and interactive teaching and learning styles.

*About Michael:* Michael McCarthy is Emeritus Professor of Applied Linguistics, University of Nottingham, Adjunct Professor of Applied Linguistics, University of Limerick, and Visiting Professor in Applied Linguistics at Newcastle University. He is author/co-author/editor of 53 books, including *Touchstone*, *Viewpoint*, the *Cambridge Grammar of English*, *English Grammar Today* and *English Grammar: Your Questions Answered*, as well as titles in the *English Vocabulary in Use* series. He is author/co-author of 110 academic papers. He is co director (with Ronald Carter) of the CANCODE spoken English corpus. He has lectured in 46 countries and has been involved in language teaching and applied linguistics for 52 years. He is a Fellow of the Royal Society of Arts.

## **Teaching through lexis**

(Marina Marinova)

While the “pure” Lexical Approach isn’t a novelty, experiments, classroom praxis and brain research have contributed largely to its further development and ‘branching off’. We can, in fact, talk about lexical approaches rather than an approach. A closer look into the advantages and pitfalls of teaching a foreign language through lexis, strategies and practical implementation.

*About Marina:* Marina is a graduate of, and affiliated with the Hamburg University, Germany. She has worked as an English teacher and teacher trainer for more than 20 years, as well as for various Language Acquisition and Language Processing research projects. She is currently engaged in a neurolinguistics-based research project on Simultaneous Bilingualism and Third Language Acquisition, and has been a Pilgrims Teacher Trainer since 2011.

## **Politeness evaluations and the impact of culture**

(Helen Spencer-Oatey)

The leadership coach and business consultant, Kevin Murray, says that “Successful leaders know that relationships are the engines of success”, yet achieving smooth relations is challenging. What insights then can politeness theory offer, especially given the ‘relational turn’ within the field? In this session I focus particularly on the concept of politeness evaluations and the factors that affect people’s judgements. Special attention is given to the impact of culture and the implications of this for teaching/training.

*About Helen:* Helen Spencer-Oatey is Professor of Applied Linguistics and Director of the Centre for Applied Linguistics at the University of Warwick, UK. Her primary research interests are in politeness theory, cross-cultural pragmatics, intercultural interaction, intercultural discourse, and cross-cultural psychology. She has an educational background in both linguistics and psychology and often works at the interface of these two fields. She has published extensively in the intercultural area, including a number of popular books (e.g. *Culturally Speaking*, Continuum, 2000/2008; *Intercultural Interaction*, with Peter Franklin, Palgrave, 2009) and is currently working with Daniel Kadar on a book for Cambridge University Press entitled *Intercultural Politeness*.

## **(Im)politeness in Cross-Cultural Encounters**

(Juliane House)

I will first look at the notions “politeness” and “impoliteness” including a multilevel model that relates universal levels to linguacultural-specific ones. Given this framework and my earlier postulated parameters along which culture members tend to differ in terms of conventionalized communicative preferences, I will then discuss examples of cross-cultural interactions in academic advising sessions and draw some conclusions about misunderstandings and ways to mitigate or avoid them.

*About Juliane:* Juliane House is Professor Emerita of Applied Linguistics at Hamburg University and a founding member of the German Science Foundation’s Research Centre on Multilingualism, where she was Principal Investigator of several projects on translation and multilingual business communication. She also directed a project on multilingualism and multiculturalism in German universities funded by the Volkswagen Foundation, and she was until recently President of the International Association for Translation and Intercultural Studies (IATIS). At present, she is Director of the PhD Program in Applied Linguistics at Hellenic American University, Athens. Her research interests include contrastive pragmatics, discourse analysis, politeness theory, English as a lingua franca, intercultural communication, and translation. She has published widely in all these areas.