

## INTEGRATING LANGUAGE, CULTURE AND PURPOSE IN ESP

7th UAS Language Instructors' Conference  
Vienna, May 23-24, 2014

The University of Applied Sciences Technikum Wien

### CONFERENCE CALL

As the reasons to learn English have become more specific, the challenges of making content and methods relevant for ESP students have become even greater. This conference will focus on the three components of English for Specific Purposes: language, specificity and purpose.

How can we inspire and motivate our students to reach both their personal and professional potential? In which ways can technology serve as an ESP teacher's tool to help achieve this? How can we most effectively meet students' specific needs for English in multicultural societies?

These issues are among those we will be focusing on in talks, workshops and poster presentations. The ESP topic areas that will be presented include: business, technical, engineering, legal, medical, materials development, curriculum design, testing, pronunciation, projects, online learning, etc.

By sharing a variety of strategies and approaches, we will create a forum that will enhance the professional development of teachers, materials developers, testers, course book designers and all those involved in any area of Specific Purpose language teaching.

Early bird registration by: **March 31, 2014.**

### **Keynote Address: ELF and EFL: Changing the Subject**

Henry Widdowson, University of Vienna

Barbara Seidlhofer, University of Vienna

The Conference Programme is now on the website, for information and to register:  
<http://esp.technikum-wien.at>