

TURNING WINE INTO ENGLISH

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Current language policies in Europe stress the importance of knowing more than one language in the setting of modern society and especially in the frame provided by the European Union, which seeks to increase mobility for our citizens so as to enhance employability. Being located in La Rioja, Spain, a region known worldwide for its wine, we aim to blend objectives, contents and basic competences not only to provide students of English with the knowledge and skills needed for engaging in successful communication and acquiring communicative competence, but also to help them in their professional careers. Beyond the ordinary students who wish to improve their language learning, there are also a great number of people whose lives are devoted one way or another to the world of wine who long to master today's lingua franca. Motivation, creativity and the added value of teaching/learning foreign languages to raise awareness of the importance of practical language knowledge are our key words; consequently, some of our classes revolve around wine and its culture, using viticulture as a catalyst for language teaching/learning by means of sharing goals and common references. Similarly, a range of activities are organised to target not only our students but also others who are interested. These events serve as a tool to promote language learning throughout the reality they live and work in their daily life and, more specifically, the reality of wine and its culture. All of this encourages two main aspects of current European language policies: plurilingualism and interculturality. In our presentation, a variety of wine-based activities designed for several purposes and levels will be described, all of which can be easily adapted to different national realities.

Keywords: ESP, integrated skills, oenology, plurilingualism, interculturality

Biographical Notes:

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