



**BESIG** →

# BUSINESS ISSUES

THE NEWSLETTER OF THE BUSINESS ENGLISH SPECIAL INTEREST GROUP



The fountain at the 'neues Schloss' (new palace) in Stuttgart city centre. The German city is the venue for this year's IATEFL BESIG Conference.

## Autumn 2012 Issue 82

- 03 Letter from the Coordinator – Marjorie Rosenberg
- 05 BESIG Online: A Round-up of the SIG's Online Activities – Carl Dowse and Ákos Gerold
- 07 Glasgow PCE: English as a Lingua Franca – Chia Suan Chong, Evan Frendo, Vicki Hollett, Almut Köster and Marjorie Rosenberg
- 09 The Uniqueness of the IATEFL Experience – Jennifer Verschoor
- 10 What Do People Think When They Hear Your Name? – Bethany Cagnol and Mike Hogan
- 11 Six Thinking Hats – Divya Brochier
- 12 Teacher or Business Figure – Sara Mohammed Awad
- 13 Using EFL to Explore the Booming Business of Mobility Disability – Katie Quartano
- 14 Making Businesses Accessible for All – Marjorie Rosenberg
- 19 The Practice: Uncertain is the Heart – Roy Bicknell
- 21 Creating Authentic Learning Materials for In-Company Learners – Claire Hart
- 22 The Power of Social Commerce – Gabrielle Jones
- 23 Business Toolkit: When a Door Closes, a Johari Window Opens – Monica Hoogstad
- 27 The Learning Technologies Page – Barney Barrett and Pete Sharma
- 29 StartUp Enterprise – A Business English Simulation – Evan Frendo
- 30 A Business Word List for Prospective EFL Business Postgraduates – Evan Frendo

Price £4.50 Free for BESIG members ISSN: 1026-4272

[www.iatefl.org](http://www.iatefl.org)

# Using EFL to Explore the Booming Business of Mobility Disability

The teaching of English as a Foreign Language (EFL) can be a powerful and important tool for raising awareness about social issues. The voluntary Disabled Access Friendly campaign aims to increase EFL students' awareness of the world in which we live and to persuade them that through their own actions they have the ability to make improvements. The campaign focuses on issues of mobility disability.

The campaign's website, [www.disabled-accessfriendly.com](http://www.disabled-accessfriendly.com), provides teachers with free online lesson plans and reading texts. These can be used as additional material, for project work and examination practice. At the same time they provide students with the information necessary to allow them to put themselves in the shoes of someone with a mobility disability and stimulate them to understand others and to think how others feel.

Students of business English will be interested in research that shows that diversity in the workplace has a number of benefits, including improved understanding of the marketplace, enhanced creativity and problem-solving ability in teams. Companies are beginning to look at representation as a business issue, as opposed to a legal compliance issue, a moral issue or a social responsibility issue. Employers should be aware that people with disabilities increasingly view their disability as part of their unique selling point and consider it a weapon to be exploited and not a handicap. People with disabilities want to be employed, not in spite of their disabilities but because of them.

You can stimulate your students to consider mobility disability issues in a business context by using some of Disabled Access Friendly's free material. For example, BESIG member Claire Hart's lesson at intermediate level includes a role play where board members of a company discuss how they could improve accessibility for people with disabilities. You can use this opportunity to recap useful phrases for taking part in meetings such as asking for opinions, giving opinions, agreeing, disagreeing and making a suggestion. Students are given different roles like

Mr. / Ms Money (focused on the costs) or Mr. / Ms Sceptic (doubts whether better disabled access can become a reality) and they have to reach a decision by the end of the meeting. By this point, they should be able to tell you what changes they will make, over what timeframe these will be implemented and where they will get the money from.

An activity kindly supplied by Cambridge University Press from their website Professional English Online and written by Marjorie Rosenberg (reprinted in this newsletter on the following pages with kind permission from Professional English Online – [www.cambridge.org/elt/pro](http://www.cambridge.org/elt/pro)) also aims to raise awareness for business and institutions regarding accessibility of their premises, special needs of people with disabilities in the workplace and the advantages to a business when they adapt barrier-free policies. The students discuss the issue, read an article about disabilities and form working parties to come up with a concept which they then present and advertise in the local community.

You can also use one of the campaign's graded reading texts entitled *A fresh approach to disability employment* ([http://www.disabled-accessfriendly.com/pdf\\_daf/C2](http://www.disabled-accessfriendly.com/pdf_daf/C2). Graded Reading Text. A fresh approach to disability employment. Aug 2012.pdf) to encourage students to consider the idea that in order for companies to embrace the idea of employing people with disabilities, they should first recognise their potential as customers. This article is suitable for more advanced students, uses a lot of business language and comes complete with a glossary.

The Disabled Access Friendly campaign is run by a team of volunteers who are supported by professionals from a variety of backgrounds. International EFL 'ambassadors' help the campaign by promoting its work at professional events and through online networking. You can support our work in a number of ways, including using our material, contributing material of your own and spreading the word. Please visit our site [www.disabled-accessfriendly.com](http://www.disabled-accessfriendly.com) for further information.



**Katie Quartano has a CELTA qualification, works as an oral examiner for EFL, is employed by the Aristotle University of Thessaloniki and works actively on the Disabled Access Friendly campaign.**

**Email: [disabledaccessfriendlycampaign@gmail.com](mailto:disabledaccessfriendlycampaign@gmail.com)**

