

# From CEF profiles to material design

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# Presentation overview

- ESP and Needs Analysis
- The CEF Professional Profiles
- Material Design
- Workshop Guidelines

# ESP Teaching:

# Love it or leave it?



# General English vs ESP

- Two different worlds
- **What are your students' real needs?**



# Research methodology

- Text analysis  
online research, job descriptions, curricula, files,  
relevant textbooks
- Interviews  
semi-structured, conducted on professionals



# CEF Professional Profiles:

a holistic needs analysis approach

## **Focus on:**

Routine situations

Location

Interlocutors

# Profile parts

- Background information
- Occupational information
- Context information
- The most frequent situations
- The most demanding situations
- Snapshot

## ESP Practitioner

- Material provider  
(authentic and specific material)
- Course designer  
(particular skills)



## **Hotel Accountants**

(inspired by *the most demanding situations* of the profile)

### **Task 1:**

You are a hotel accountant in a resort in Crete and you receive the following email from a travel agency your hotel cooperates with. It is about a change in charge of a family that has just visited your hotel. Read the email carefully and answer the following questions.

Dear Mr Papadakis,

I was concerned about my customers' inconvenience arriving at your hotel earlier today. I am referring to Fishcher family that was informed that their youngest member is not entitled to the discount as she is now over 12 years old. However, I request from you to take into consideration the former charge as agreed seven months ago when the family had made their arrangements with your hotel.

Thank you in advance for your understanding.  
I am looking forward to hearing from you.

Regards,  
Anna Koch

- Who sends the email?
- What is the exact request?
- Which member of the family does the extra charge refer to?
- When did the family book the hotel?



## **Task 2:**

You are the hotel accountant mentioned in Task 1. Reply to the email you have received and explain the situation so as to persuade the other party to pay the extra amount of money for their accommodation.

## Pharmacy assistants

( inspired by *typical job descriptions* of the profile

### Task 1:

Read carefully the medicine information below and answer the following questions.

- For whom is this drug appropriate?
- What is its active ingredient?
- What are its uses?
- What are the risks of excessive use?
- Can it be used without a doctor's prescription?
- Who should not use it at all?
- What is the dosage for a 10 year old child? Where should it be stored during the summer months in Greece?

**MEDICINE INFORMATION**

**ACTIVE INGREDIENT (PER TABLET):**  
Ibuprofen 200mg

**WHAT THIS MEDICINE IS USED FOR:**  
For the temporary relief of pain and/or inflammation associated with:  
• headache • migraine headache • tension headache • back pain  
• muscular pain • cold & flu symptoms • period pain • dental pain  
• sinus pain • arthritic pain  
Reduces fever

**WARNINGS:**  
Do not exceed the recommended dose. Excessive use can be harmful and increase the risk of heart attack, stroke or liver damage.

**DO NOT USE IF:**  
• you have a stomach ulcer, or other stomach disorders, kidney, liver or heart problems • you are allergic to ibuprofen, aspirin or other anti-inflammatory medicines • during the last 3 months of pregnancy

**UNLESS A DOCTOR HAS TOLD YOU TO, DO NOT USE:**  
• for more than 3 days at a time • if you have asthma • if you are taking other medicines containing ibuprofen, aspirin or other anti-inflammatory medicines • if you are trying to become pregnant or during the first 6 months of pregnancy • in children suffering from chickenpox (varicella)  
• in children suffering from dehydration through diarrhoea and/or vomiting  
• if you are taking medication regularly • if you are aged 65 years or over  
• in children under 7 years of age.

**STOP USE AND SEE YOUR DOCTOR IMMEDIATELY IF: you have an allergic reaction.**

**ADVISORY STATEMENTS:**  
Contains sucrose.

**DIRECTIONS FOR USE:**  
Take with water. Adults and children from 12 years: 2 tablets, then 1 or 2 tablets every 4 to 6 hours as necessary (maximum 6 tablets in 24 hours). Children (7 to 12 years): 1 tablet every 6 to 8 hours as necessary (maximum 4 tablets in 24 hours).

**OTHER INFORMATION:**  
Do not use if the blister foil is broken on first opening.  
Store below 25°C.

**SUPPLIED BY:**  
Reckitt Benckiser,  
Sydney, NSW, Australia,  
Auckland, New Zealand



And now...

