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Université EchahidHamma Lakhdar d'Eloued					
Faculté :	Lettres et langues				الآداب واللغات
Département :	Anglais				الآداب واللغة الإنجليزية
مسابقة الدخول لدكتوراه الطور الثالث، ل م د 2023/2022 Concours d'accès au doctorat 3^e cycle, LMD 2022/2023					
Spécialité :	Intitulé de spécialité : ESP : اسم الاختصاص				الاختصاص:
Variante : 2 الخيار رقم:					
Epreuve :	Intitulé de module: ESP : اسم المقياس				اختبار:
Durée :	ساعتان	المدة:	Coefficient :	03	المعامل:
Date :	04/02/2022	التاريخ:	Heure :	15:00	التوقيت:

Q> Start-ups and multinational companies are unprecedentedly required to use English to promote their businesses.

In the Algerian context, what course parameters should the ESP teacher consider to optimize the inter/intra enterprise's communicative events.

Answer key

Introd- uction	<ul style="list-style-type: none"> English as a lingua franca/a language of international business The newly emerging concept of start-ups in Algeria ESP teachers should keep up with this new orientation 	2.5	<ul style="list-style-type: none"> Interesting hook Connecting information Thesis (clear ; strong; relevant and blueprinted)
Body	<p>Paragraph 1</p> <ul style="list-style-type: none"> General parameters of ESP course design <ul style="list-style-type: none"> - Grouping of the target audience –who the course is for- - Tailored content –what the course is about (an outcome of needs analysis) - Adequate methods of teaching and learners' preferences EOP course design namely EBE (while service course) <p>Paragraph 2</p> <ul style="list-style-type: none"> Intra-communicative events <ul style="list-style-type: none"> - Socializing skills - Soft skills/networking/leadership - Business correspondence/interaction Inter-communicative skills <ul style="list-style-type: none"> - Productive skills (speaking and writing) - Socio-cultural component (interaction with natives and non-natives) <p>Paragraph 3</p> <ul style="list-style-type: none"> Optimization of the course <ul style="list-style-type: none"> - Frequent language training for the staff/personnel - Subject specialist (expertise support and collaboration) - Exposure to authentic target situation (partnership/apprenticeship/internship) - Integrating tech-based instruction 	15	<ul style="list-style-type: none"> Clear/precise topic sentence Well supported details/arguments, illustrations, quotes Reflective ideas Formal style and accurate language Proper choice of lexis Coherence; cohesion; unity; ... <p>✓ Other alternative answers are possible</p>
Conclu- sion	<ul style="list-style-type: none"> Restating the thesis Summarizing the main discussed elements Call for further action (a sense of closure/recommendations/suggestions) 	2.5	No extra details added To wrap up ideas