



UNIVERSITY OF LATVIA
FACULTY OF
HUMANITIES

Contribution ID: 79

Type: **Presenters (Oral Presentation)** – Live ZOOM Presentation

The value of Facebook in teaching ESP in higher education

Friday, 29 April 2022 14:50 (20 minutes)

The article concentrates on the potential of Facebook in teaching ESP in higher education. Facebook, just as any other social networking site, is widely used among people of all age groups. Considering its primary role being to keep in touch with friends and relatives, the educational value should not be neglected. A number of scientific studies have proven, that Facebook is a valuable tool in the educational process when it comes to developing students' communication skills, being members of specific Facebook communities. In this paper, we want to point out how Facebook can be used to improve students' vocabulary in specific fields (in our case business English). The paper indicates certain Facebook profiles that provide authentic materials for university students and the ways these materials can be used to improve specific vocabulary.

Biographical note(s) of the author(s)

As for my pedagogical practice I have worked at different types of schools and currently work as an assistant professor at the Faculty of Applied Languages of the University of Economics in Bratislava. Concerning my field of research, I deal in more detail with communication as well as with the possibilities of using authentic materials and social networking sites in teaching English for Specific Purposes.

Recommendation (for student section)

Contact e-mail address

zaneta.pavlikova@euba.sk

Affiliation of the author(s)

University of Economics in Bratislava
Slovakia

Primary author: PAVLÍKOVÁ, Žaneta (University of Economics in Bratislava)

Presenter: PAVLÍKOVÁ, Žaneta (University of Economics in Bratislava)

Session Classification: Innovation, multimodality and digital technologies in LSP studies

Track Classification: In English: Technologies in LSP: Innovation, multimodality and digital technologies in LSP studies