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Teaching English as a foreign language to professionals using corpora

Teaching English as a foreign language to professionals of specific fields has been a great challenge, as the materials available in the market fail to meet these students' necessity of communicating professionally. In order to fill this gap, this research aims at developing a methodology for the preparation of classes and materials using corpora for the teaching of English as a foreign language to professionals in Advertising. In this research, Corpus Linguistics (Sinclair, 1991; Berber Sardinha, 2004) provides the main theoretical framework and the Theory of Complexity (Morin, 1999) provides some principles based on which the tasks for the classes are designed. The basic methodology of this research is: (1) the construction of a corpus of 1 million words composed of written texts and transcriptions of videos which provide information on the world of Advertising; (2) the analysis of the corpus through its comparison with the British National Corpus, used as reference, in order to identify the distinctive lexicogramatical patterns of the area using tools of the Wordsmith Tools suite; (3) the selection of texts and the lexicogramatical patterns and the development of the classes and tasks, centered on the concordance and on the text (Berber Sardinha, 2009); (4) use of the activities in class to get students' reactions. Based on the pilot study, we believe the results of this research will contribute greatly to future development of classes and materials for the teaching of English as a foreign language with the use of corpora in specific contexts.

Berber Sardinha, T. (2004). *Linguística de Corpus*. São Paulo: Manole.

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Morin, E. (1999). *La tetê bien faite. Repenser la réforme. Réformer la pensée*. Paris: Seuil.

Sinclair, J. (1991). *Corpus, concordance, collocation*. Oxford: Oxford University Press.