

Spanish for Specific Purposes



Diana Ruggiero, PhD & José Magaña, MA

Session Outline

1. Welcome
2. Short Trivia (Business and Culture)
3. Commerce for Specific Purposes
4. Healthcare for Specific Purposes
5. Kahoot Game
6. Questions & Answers



Introductions

-Diana Ruggiero, PhD

-José de Jesús Magaña, MA

CULTURE TRIVIA : Question 1 of 5



What country is colored in red?



CULTURE TRIVIA: Question 2 of 5

Identify ONE of the following gestures:

1. What does it mean in the Spanish-speaking world?
2. What word(s) usually accompany this gesture?



CULTURE TRIVIA: Question 3 of 5

Identify ONE of the following brands:

1. What product it sells?
2. In what country was it created?



CULTURE TRIVIA: Question 4 of 5

What is the problem with ONE of the following logos or trademarks?



Mensa
The High IQ Society



mensa
MÉXICO

CULTURE TRIVIA: Question 5 of 5

What is the meaning of the following Spanish proverb?

“Con dinero baila el perro.”
“The dog dances for money.”



COMMERCE FOR SPECIFIC PURPOSES

INTRODUCTORY COURSE

1. View language as a tool
2. Focus on culture awareness as much as language acquisition
3. Use grammar and vocab towards a specific goal
4. Learn by practicing and preparing role plays
5. Incorporate knowledge from other fields of study: history, geography, mathematics, politics, sociology, religion, philosophy, etc.

COMMERCE FOR SPECIFIC PURPOSES

1. LANGUAGE AS A TOOL

- Learn and apply key concepts used in commerce and economics
- Apply for a job and prepare for a job interview
- Practice real-life situations in the classroom
- Use different means to communicate (in person, online, phone)

COMMERCE FOR SPECIFIC PURPOSES

2. CULTURAL AWARENESS

- Learn some common gestures, proverbs, and social rules or manners used in different Spanish-speaking countries.
- Compare and contrast attitudes towards different aspects of daily life (time, money, technology, family, etc.)
- Become aware of different traditions, lifestyles, holidays, and customs in the Spanish-speaking world.

COMMERCE FOR SPECIFIC PURPOSES

3. GOAL-ORIENTED

- Discuss topics related to business, finance, banking, real estate, marketing, and technology
- Classify types of companies and know the process of developing a new company
- Compare and contrast goods and services in the market and their production, storage, advertisement, and sale

COMMERCE FOR SPECIFIC PURPOSES

4. PRACTICE MAKES PERFECT

- Prepare skits simulating “real-world” situations
- Translate phrases using terms and concepts learned in class
- Write your résumé (CV) and a cover letter in Spanish
- Practice a job interview at the end of the semester

COMMERCE FOR SPECIFIC PURPOSES

5. INCORPORATION OF OTHER FIELDS OF STUDY

- History, Sociology, Politics, and Geography: Understand and interpret past and present situations in the Spanish-speaking world
- Mathematics and Accounting: Analyze transaction tables and balance sheets from a sample company
- Religion and Philosophy: Compare different attitudes, customs, and traditions in various countries

Thank you



For more information

Contact Dr. Ruggiero

dmruggero@memphis.edu