



International conference:

# Opportunities and Challenges in Language Teaching and Learning

Date:

10-11. 9. 2015

Place:

ŠKODA AUTO University  
Na Karmeli 1457  
Mladá Boleslav  
Czech Republic  
Conference room: B 112



Conference programme:

Thursday - 10. 09. 2015:

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| 12.30 - 13.00 | registration, refreshment   |
| 13.00 - 13.30 | conference opening, introduction of schedule and participants   |
| 13:30 – 14:30 | Sophia Butt, International HE Consultant: „Opportunities & Challenges in Language Teaching & Learning: A Merry Go-Round?“   |
| 14.30 – 15:30 | Mgr. Barbora Chovancová, Ph.D., Masaryk University Language Centre: „Getting the message across - Mediation in ESP“   |
| 15:30 – 16:00 | coffee break  |
| 16:00 – 17:00 | Mgr. Pavlína Přebíramská; Ryan Scott, Rory Bierley, BA, Department of Languages and Intercultural Competences, ŠKODA AUTO University: “Moodle – E-learning support”                                   |
| 17:00 - 18.00 | Mgr. Eva Švejdarová Ph.D., M.A., Department of Languages and Intercultural Competences, ŠKODA AUTO University: „A Study of Intercultural Communications in an International Student Discussion Group“ |

- 18.00 closing the first day of the conference
- 18.00 – 20.00 social evening and refreshment, ŠKODA AUTO University
- Friday - 11. 09. 2015:
- 08.00 – 08.30 refreshment, opening of the second conference day
- 8:30 – 09:30 PhDr. Mgr. Libor Štěpánek, Ph.D., Assistant Professor in English and Director of the Masaryk University Language Centre: „The Magic of Creativity: From Scientific Theories to Practical Use“
- 09:30 – 10:30 Ruben Comadina Granson, Head of MFL, Senior lecturer in English and Spanish, University of Groningen „ Teaching and Learning MFL: Going International“
- 10:30 – 11:30 Mgr. Dagmar Sieglová, M.S.Ed., Ph.D., Department of Languages and Intercultural Competences, ŠKODA AUTO University; University of Finance and Administration: „Advertisement Strategies in Warning and Advice: A psycholinguistic perspective“
- 11:30 – 12:30 lunch
- 12:30 – 13:30 PhDr. Ladislava Knihová, Department of Social Studies, VŠFS: „Multimedia-Rich Content Integration into ESP Instruction“
- 13:30 – 14:30 Ing. Andrea Koblížková, Ph.D., Head of the Language Centre University of Pardubice: "Going intercultural – what it takes"
- 14:30 - 15:30 Mgr. Dagmar Sieglová, M.S.Ed., Ph.D.; Ioana Giurgiu, M.A. Department of Languages and Intercultural Competences, ŠKODA AUTO University: "Applied Critical Thinking Methods in the Tertiary Language Teaching"
- 15:30 – 16:00 Mgr. Lenka Stejskalová, MBA, Head of the Department of Languages and Intercultural Competences, ŠKODA AUTO University: „Innovations in English language syllabi at SKODA AUTO University within the IGA project“
- 16:00 conference conclusion

