



When Journalism Meets Language Teaching

with Ian McMaster (*Business Spotlight*)

In 1981, Spotlight magazine was founded with the aim of helping German-speaking learners to improve their English via journalistic content that was more up-to-date and entertaining than course books and also more accessible than regular English-language media.

Forty years later, Spotlight Verlag is part of the ZEIT Publishing Group in Hamburg and publishes six magazines for language learning, including Business Spotlight, which celebrates its 20th birthday in March 2021.

In this workshop, Business Spotlight editor-in-chief Ian McMaster will look at ways in which journalistic and pedagogical elements are combined to aid the acquisition of language and communication skills. He will also discuss practical ways of using Business Spotlight in your teaching/training.

The workshop will be rounded off with a question-and-answer session.

20 March 2021 (Saturday)
14:00 – 16:15 (including a 15-minute break)
Online through Zoom

Free for HELTA and other ELTA members in Germany

10 EUR for non-members (see below for bank details)
(Attendance / Fortbildung certificates can be provided)

Registration: registration@helta.de
(Please include “Journalism” in the subject line and info on which ELTA you are a member of)

Registration deadline: 19 March 2021 (Friday)



Ian McMaster has been editor-in-chief of the business communication magazine *Business Spotlight* since its launch in March 2001 and is a former co-ordinator of IATEFL BESIG.

