

DIFFERENT PERSPECTIVES ON SUSTAINABLE ICLHE IN SPANISH HIGHER EDUCATION

ICLHE PROPOSAL

TEACHING ENGINEERS TO BE PERSUASIVE

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Abstract

This study highlights an innovative educational project entitled 'Dynamic Teaching through Communication Skills' as well as forming part of joint initiative for Erasmus + Communities and Students Together (CaST) 2019-1-UK01-KA203-061463. The case study shows that there are many ways to approach teaching through a second language within the framework of subjects not usually taught through a second language. The proposal includes discussions on the practical methodology of integrated content and language in higher education (ICLHE). While bringing real world problem solving into the Health Engineering degree, the presentation underscores aspects of persuasion and pitch development in within the paradigm of English as a Lingua Franca.

The goal is to incorporate communication strategies into an engaged learning initiative so as to better prepare students for the work place as they search for answers to real-world problems. This highly interdisciplinary project focused on students from the Health Engineering Degree and more specifically those from outside language areas because we feel they are blatantly missing in many of the discussions about the practical bilingual implementation at the university (ICLHE). This case study combines activities specifically presented in English as a foreign language in subjects otherwise taught in Spanish.

Students were asked to create a data management project as related to healthcare and present it using a pitch. Several support workshops were offered to aid them in their pitch development. A pitch is a brief, persuasive speech used to incite interest in an idea. Not only should they be interesting, memorable, and succinct, but also they need to be persuasive. Research has shown, the entrepreneurial pitch has well-marked structural features, specific themes and figures of speech, and it is manifestly persuasive in intention¹. The focus of this case study is how we incorporated a pitch into a project based learning initiative.

Keywords: Persuasive discourse, Engaged Learning, Upskilling, Communication strategies, Health Engineering

¹. A pitch is a brief, persuasive speech used to incite interest in a project, idea, or product. Not only should they be interesting, memorable, and succinct, but also they need to be persuasive. Daly and Davy (2016), among others, have shown, the entrepreneurial pitch has well-marked structural features, specific themes and figures of speech, and it is manifestly persuasive in intention (Díez-Prados,2019; García-Gómez,2018).

- 1 **FOCAL POINT.** eg. This chapter will focus on student perspectives to engaged learning (EL)
- 2 **PURPOSE.** eg. The main purpose opens the discussion to key contrasts across the disciplines
- 3 **EVIDENCE OR FINDINGS.** eg. Findings show that EL is ubiquitous, hard to measure, more useful to students than to the community, more sustainable in the social sciences, more project based in STEM,
- 4 **CONCLUSIONS/ RECOMMENDATIONS** eg. More interdisciplinary approaches need real incentives from the institution. EL works best when approached directly from community needs.
- 5 **FUTURE RESEARCH.** eg. New directions should explore how brokerage can be effectively inserted into existing mission statements