

a investigação no ensino- -aprendizagem práticas de articulação

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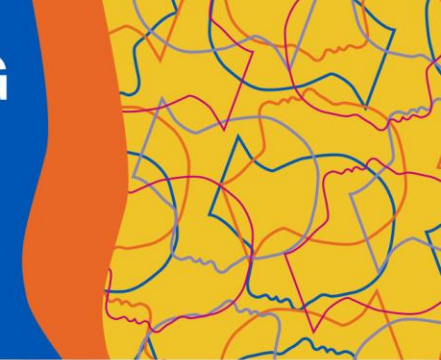


Enhancing Language Learner Motivation through Content Specificity and Research

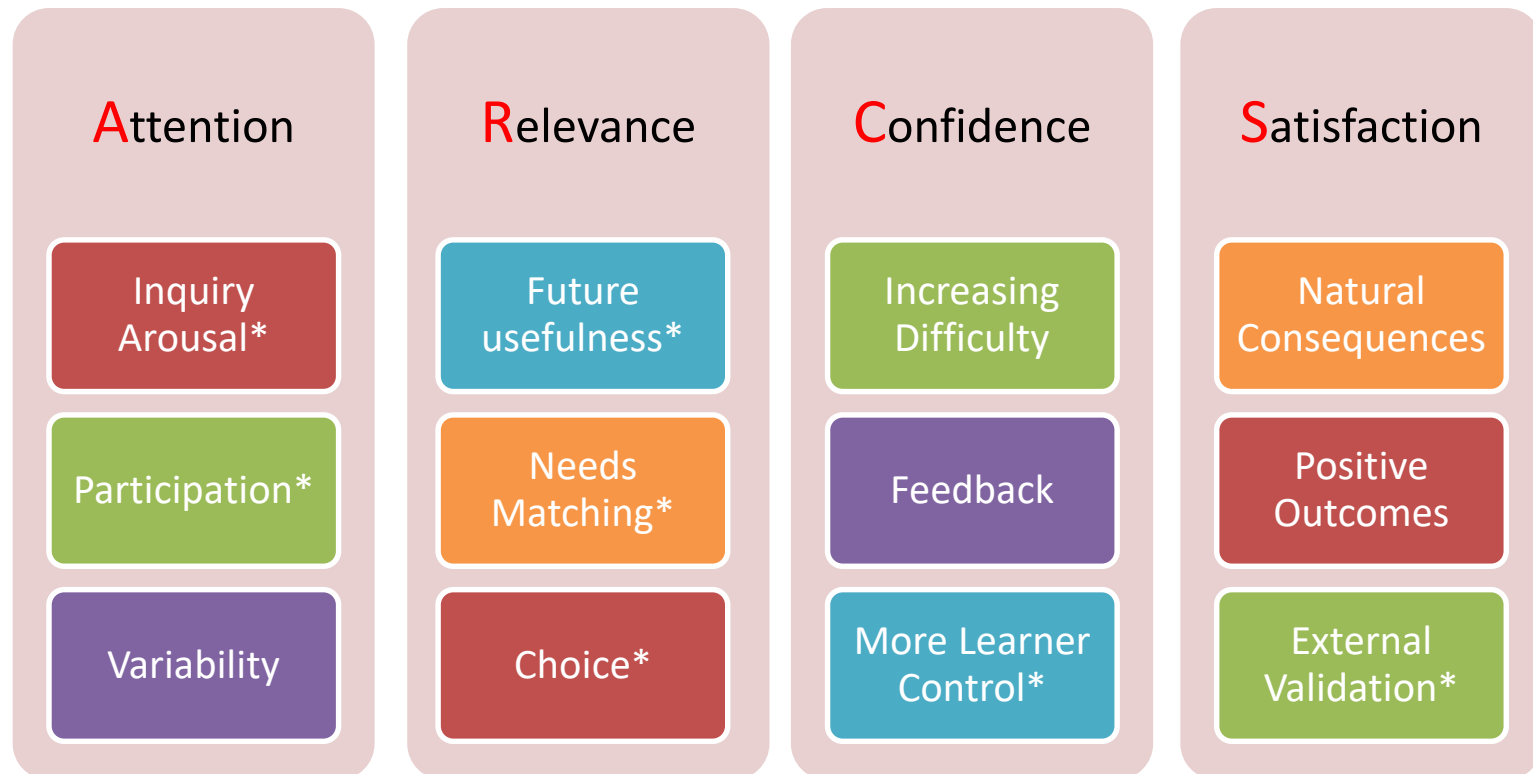
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- Degree specificity
- Autonomy
- Cross-disciplinarity
- Language competence
- Professional usefulness



Motivational design





Translation

Research:

- Material creation & development
- Tourism destination / offer
- Hospitality / LA / Agencies
- Audience specificity



Languages and Business

Research:

- Business / product / market
- Publicity / advertising / promotion
- Import / export process
- Adaptation / localisation
- Intercultural communication





‘Motivation consists of the amount of effort a person is willing to exert in pursuit of a goal; hence, motivation has magnitude and direction. Consequently, motivational design is concerned with connecting instruction to the goals of learners, providing stimulation and appropriate levels of challenge, and influencing how the learners will feel following successful goal accomplishment, or even following failure.’

Keller (2017)



Bibliography

Keller, J. M (2010) *Motivational Design for Learning and Performance: The ARCS model approach* New York: Springer

Keller, J. M. (2017) <https://www.arcsmodel.com/arcs-design-process> (accessed 23/11/17)