Teaching Writing Skills for Business Purposes: Case of Third Year Banking and Finance Licence Students at Mascara University

Dissertation Submitted to the Department of English Language in Candidacy for the Degree of Doctorate in ESP.

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ABSTRACT

English has become vital in our life. Its importance lies in the fact that it is used in educational environments as well as in professional ones. One branch from the English language is English for Specific Purposes. It is the use of English in different domains for the sake of meeting special needs and interests. In Algeria, ESP is taught in scientific departments to cope with the challenges of globalization and the new demands of business world. However, for Banking and Finance field, the teaching of ESP is hampered by many obstacles and deficiencies that make the task of teaching very tough and tedious. The current investigation is a case study conducted in the department of Economics at Mascara university. It seeks to identify the existing ESP situation in general and Bank and Finance students’ needs in particular to figure out the difficulties met by both ESP teachers and students in the teaching/learning processes. The objective of this study is firstly to explore the existing ESP situation in the department of Economics at Mascara university and identify both students’ needs and problems while writing in English in order to propose some teaching perspectives that will better the situation. Secondly, it seeksto suggest a unit sample as apart of the ESP course. Hence, to achieve the purpose of this study, some research instruments were used. In addition, the obtained data were both analyzed quantitatively and qualitatively. The main results of this investigation revealed that unlike the other language skills, writing as a skill proves to be a quite challenging activity since the students find lot of problems in achieving their writing assignments. Therefore, for the sake of developing this skill, the use of many strategies that contribute positively to the process of writing seems to be urgent.
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