

# F·O·K·U·S

COURSES AND CONSULTING

## PROFESSIONAL LANGUAGE USE

- ⦿ High competence
- ⦿ Efficient learning
- ⦿ Customized teaching
- ⦿ Need-based solutions

Professional language use with  
focus on your opportunities,  
needs and goals.

SDU 

# Who and what is FOKUS?

FOKUS is a group of experts in **German, English, Danish and Chinese**. The group provides high quality language competences in oral, written and electronic communication and new insights, impulses and methodologies to language teaching.

FOKUS also helps develop terminology and knowledge databases to ensure consistent and effective communication and reporting.

FOKUS is for individuals, institutions and companies; both for you who work in the field of language teaching and for you who use foreign languages professionally.

**Maria Alm, ph.d.**  
German.

Written and oral communication based on the participants' own texts, letters, e-mails, presentations or news articles and fiction.



**Lotte Weilgaard, ph.d., associate professor**  
German and Danish language for specific purposes.  
Terminology teaching for professions in need of concept and term clarifications.  
Establishment of multi-lingual concept/term and knowledge bases.

**Irene Simonsen, ph.d., associate professor**  
Danish.

Written communication, language accuracy and text production. Oral communication and methodologies of foreign language teaching.



**Kerstin Fischer, ph.d., professor**  
English.  
Intercultural communication, text design, social media, web presentation and text composition, robots and society.

**Ella Mølgaard, associate professor**  
Danish and German general language.  
Oral and written communication.



**Qi Wang, ph.d., associate professor**  
Chinese.  
Chinese history, social and political conditions in China. Intercultural business communication and cross-cultural administration.

**Oliver Niebuhr, ph.d., associate professor**  
Communication and innovation, presentation and negotiation techniques, rhetoric.



**Anne Marie Hulgaard, ph.d., associate professor**  
German.  
Intercultural Danish-German business communication.

**Søren Wind Eskildsen, ph.d., associate professor**  
English and Danish as second language.  
Acquisition of new language practices with special focus on newcomers in Denmark. Facilitation of language learning outside the classroom (Learning in the wild).



**Maria Bonner, Dr.phil., associate professor**  
German.  
Tackling (reading strategies) and production of German texts that work in the target language's culture. Oral communication and pronunciation training (German, Danish, English). Methodologies of foreign language teaching.

# What does FOKUS offer?

FOKUS offers language courses in Danish, German, English and Chinese based on most recent research on language acquisition, intercultural communication and technical terminology. Furthermore, the teaching makes use of new technologies and games.

FOKUS offers support to people working within the field of oral, written or electronic communication and facilitates the development of multilingual terminological and knowledge databases either separately or as an integrated part of teaching and counselling.

We can agree on the exact format of our services jointly: E.g. workshops, e-learning or seminars for groups or individuals. Maybe you are just looking for some new ideas presented in an interesting way.

## What others have said:

*"Reliable and committed teachers."*

*"Highly useful input that works."*

*"Steep learning curves."*

*"The exercises offered are quite spectacular."*



FOKUS aims at finding the solution that provides most learning for your money in the shortest possible time. A solution tailored to your institution's and your company's needs.

The teaching materials used by the FOKUS group are not only research-based and innovative, they are also tailored to the individual work-related needs and requirements.

FOKUS is based at SDU in Sønderborg, but teaching also takes place at your workplace or in other locations.

*Uniformity and availability of lexica and term banks help save my colleagues time (and thereby the company money). Time, which they would otherwise be spending on finding the relevant translation of a particular technical term. Lexicon and term lists thus contribute to the professionalization of our translations and quality assurance of technical communication.*

Margrethe Heraldsdatter, AC-employee, “Vejdirektoratet”

*A systematic approach to terminology saves employees time as the company’s special terms can be looked up and explained. Externally, terminology management supports our company’s brand by contributing to a uniform and professional language.*

Charlotte Pedersen, Language Service Manager, KMD

**FOKUS • Forum for KompetenceUdvikling i Sprog**  
(Forum for Language Competence Development)

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