ENGAGED LEARNING WITH COMMUNICATION SKILLS IN ENGINEERING

Mary Griffith 1*, Diego de Haro 2, Universidad de Málaga, SPAIN *griffith@uma.es

Topic panel

Innovation, educational research and ICT in education / Innovación, investigación educativa y TIC en la educación

https://promoeduca.es/

https://www.youtube.com/watch?v=nr1A9xoUyrw

The central aim of this proposal will be to advance our knowledge and understanding of engaged learning and to develop and pilot a programme which enables community-based engaged learning for students to work on real world societal challenges and co-produce knowledge with and for the community.

This study forms part of an innovative educational project¹ PIE 19/006 (Universidad de Málaga): 'Dynamic Teaching through Communication Skills' as well as being part of a longitudinal pilot study for Erasmus + Communities and Students Together (CaST) 2019-1-UK01-KA203-061463. The article includes discussions on the practical methodology of engaged learning, pedagogical strategies and approaches of engaged learning, while bringing real world problem solving into the Health Engineering degree (Ingeniería de la Salud). This initial stage focuses on how to foster communication skills and aid students in developing a pitch to promote their projects.

It is our goal to incorporate communication strategies into the project based learning so as to better prepare our students for the work place as they search for answers to real-world problems. This case study integrates activities specifically presented in English as a foreign language in subjects otherwise taught in Spanish.(...). We will present some of the preliminary findings in this proposal.(...)

¹In Spanish Proyecto de Innovación Educativa or- PIE 19/006: Dinamización de la docencia a través de las competencias de idiomas.

REFERENCES

- Bergin, M. (2015). "Ethos, Pathos, and Logos", at Chariot Learning. Retrieved from https://chariotlearning.com/ethos-pathos-and-logos/>
- Bonnstetter, B. J. (2012, December 7). New research: The skills that make an entrepreneur. *Harvard Business Review*,90,12. Retrieved from https://hbr.org
- Chmelka, A., Anderson, L., Ferraresi, E., Griffith, M., Klima, N., Marsh C., Pohlenz P., Rasinkangas, J., Ritchie, T., Ruoppila, S., Sutela, E. Astate-of-the-art review of Engaged Learning. Erasmus + Communities and Students Together (CaST) 2019-1-UK01-KA203-061463.
- Clarke, J. S., Cornelissen, J. P., &Healey, M. P.(2019). Actions speak louder than words: How figurative language and gesturing in entrepreneurial pitches influences investment judgments. *Academy of Management Journal*, 62(2), 335–360. doi:10.5465/amj.2016.1008
- Daly, P., & Davy, D. (2016).Structural, linguistic and rhetorical features of the entrepreneurial pitch: Lessons from *Dragon's Den. Journal of Management Development*,35(1), 120–132. doi:10.1108/JMD-05-2014-0049
- Davis, B. C., Hmieleski, K. M., Webb, J. W., &Coombs, J. E. (2017). Funders' positive affective reactions to entrepreneurs' crowdfunding pitches: The influence of perceived product creativity and entrepreneurial passion. *Journal of Business Venturing*, 32(1),90–106. doi:10.1016/j.jbusvent.2016.10.006
- Díez-Prados, M. (2019).Verbal and nonverbal engagement devices in business persuasive discourse: The elevator pitch. In C. Sancho Guinda (Ed.), *Engagement in Professional Genres*(pp.217–242). Amsterdam: John Benjamins.
- Fernández-Vázquez, J.S., & Roberto-Carlos Álvarez-Delgado, Published online: 05 Nov 2019 Persuasive strategies in the SME entrepreneurial pitch: Functional and discursive considerations. Pages 2342-2359 <u>https://doi.org/10.1080/1331677X.2019.1683462</u>
- Griffith, M. (2019). In-service Training for Bilingual Implementation at the University. *The International Journal of Interdisciplinary Educational Studies*. Vol 14 (1).61-77. DOI:<u>10.18848/2327-011x/cgp/v14i01/61-77</u>
- Hyland, Ken 2007. "Applying a Gloss: Exemplifying and Reformulating in Academic Discourse" Applied Linguistics 28/2: 266–285. Oxford University Press doi:10.1093/applin/amm011
- Stake, R. E. (1995). The art of case study: Thousand Oaks, CA: Sage.

- Varpio, L. (2018) Using rhetorical appeals to credibility, logic, and emotions to increase your persuasiveness. *Perspectives on Medical Education* **7**, 207–210. https://doi.org/10.1007/s40037-018-0420-2
- Wheatcroft, J. (2016). Entrepreneurs need to be pitch perfect: TV's Dragon's Den illustrates the way a key still has to be mastered. Human Resource Management International Digest, 24(4), 26–28. doi:10.1108/HRMID-03-2016-0037
- Yazan, B. (2015). Three approaches to case study methods in education: Yin, Merriam, and Stake. *The Qualitative Report*, 20, 134-152.
- Yin, R. K. (2014). Case study research: Design and methods. Los Angeles, CA: Sage.