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## **WEBINARS AND THEIR INFLUENCE ON ENGLISH LANGUAGE TEACHING AND LEARNING**

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### **Abstract**

The first century of the third millennium has witnessed unprecedented changes in all walks of life and technology is the main reason for these unique changes. Because of the new innovations in technology, people lead a comfortable and happy life. Technology has changed everything in the world and education has no exemption. With the new inventions in educational technology, there are remarkable changes that have taken in the field of education. In recent days, the traditional teaching strategies, methods, techniques and approaches have been replaced by the latest ones and technology-assisted teaching has been in use. At this juncture, the old-fashioned blackboard system has been replaced by smart boards and digital boards and computers, laptops, projectors, mobile phones, tablets, e-books and the internet and so on are widely used in the classrooms. We can evidence the same changes in the English language teaching and learning context. As most of the teachers still use traditional ways of teaching, there is a need for train the teachers as well as the students to educate the on-going trends in ELT and ELL. There are training programs, seminars workshops to train the teachers and learners, but these programs are held at distance places. As a result, most of the

teachers and learners cannot attend such programs. To make these programs convenient for them, online training programs, conferences, workshops or seminars came into existence. In this digital era, webinars have become common to give proper training for English teachers and learners as they are more convenient to attend just by sitting at home with a computer, headset and the internet facility. As free webinars are organized, there are plenty of opportunities for the English teachers and learners to update their English language teaching as well as learning skills.

This paper discusses the importance of novel methodologies in teaching and learning, particularly, in English language classrooms. It emphasizes mostly on webinars that are more helpful for teachers and learners to update their knowledge about the recent trends in ELT and ELL. Furthermore, the features and advantages of webinars are discussed in this paper. Finally, some useful suggestions are given for both teachers and learners to develop their teaching and learning skills by attending these webinars.

**Key words:**English classroom; ELT and ELL; innovative; new trends; online;

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teachers and learners; teaching and learning; technology; webinars.

### **Introduction**

The present digital and modern technology has made it possible for the new inventions and discoveries of numerous utility as well as functional devices. However, it is better to focus on highlighting the ways that technology has brought unbelievable changes in the lives of human beings. It is not a surprise to say that the present generation cannot do anything exist without using these technological devices. So human beings have become almost slaves to these devices. Even then, with the advent of technology, there have been a lot of progress in all fields and we can witness these drastic changes in our everyday life also. Through technology, man has made difficult works easy. Science and technology have made human's life comfortable, safe and secure. Humans enjoy each and every second of their lives through technology. Technology has entirely brought drastic changes in the field of entertainment and now the humans are enjoying with the entertainment devices such as televisions, computers, mobile phones, games and so on. Science has gifted humans with electronic gadgets like electric bulb, AC, refrigerator, heater, microwave, etc. Science and technology has revived the life-style of the human beings.

In the so called digital era, humans have achieved marvelous progress in almost all the fields including living in the space. Man reached the moon in the twentieth century itself and later he sent

satellites into the space to make our lives more comfortable now humans are even building castles in the space. As a result of these satellites, people can use the internet, communicate with all the people living in various parts of the world, watch international events and enjoy the live telecasts or broadcasts of movies, documentaries, games and sports, meetings, debates, etc. Science and technology help humans to establish life in other planets. By discovering science, scientists try to improve the quality of our lives immeasurably. For example, aeroplanes, bullet trains, computers, the internet, televisions, telephones, mobile phones, smart phones, smart watches and the list goes on. With these scientific inventions and discoveries, people's aspirations and desires are easily fulfilled and they enjoy leading safer and more comfortable life than before. As there is a great progress in the experiments and unending or tireless efforts and the most advanced research of the scientists, the incurable sickness and diseases such as cancer and malaria are conquered. The massive developments made in medical field have led the way to lengthen the human's life expectancy and reduce the mortality rate of the infants. Even the major and critical surgeries are done in the corporate hospitals with the guidance of the expert surgeons around the world through online video conferencing and

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support.



Technology helps to access information has become flexible and simple and people can access any information anytime and from anywhere in the world with internet facility. Just browsing the search engines such as Yahoo, Google, Bing, Wikipedia and son on research can be done on any topic within a short span of time and without any difficulty. Communication technology has advanced a lot and now people communicate well both ways with the others who are far away from them and also video chat with the people all around the globe with their devices without any major problems or hiccups. Hats off to the latest developments that take place in the field of business are possible only with the introduction of the latest technology. The innovative technological devices such as smart phones and iPads have played a vital role in evolving the concept of modern business. Now the business people of far off places hold virtual meetings and making right decisions without travelling. Hence, technology is needed to shape up the business and private lives. Moreover, technology has entirely transformed the transportation field.

These days, journey to go around the world or go on trips becomes very simple, fast and even comfortable. There

are many mobile devices that allow people to follow the most appropriate routes and guide them if they get lost somewhere. Since transportation is paramount in people's lives, the latest technologies make it possible for people to move better wherever they wish to go. With the invention of new technology, the designing and construction of beautiful and huge buildings and even skyscrapers is possible in this modern world. Furthermore, the production rate has been increased due to the introduction of heavy machinery and the robotic system. The yielding in the agriculture sector shows a great progress and many man-made dams are constructed which results in farming the barren lands. The discovery of mechanization, latest techniques of irrigation, suitable pest control and better seeds have resulted in increasing the productivity levels on farms.

Internet is the latest form of technology and it has entirely transformed the people's lives and it goes through several continuous advancements day by day. With the advent of the internet, sending messages, watching videos, emailing, voice and video chatting with friends and families, streaming DVD quality videos, multiple tasking, playing online games, downloading large files at faster speed and so on have become very quick and easy for the twenty-first generation people.

Even the internet telephony or voice over IP services make communication easier, cheaper and more affordable. As these facilities are more convenient, advanced and less expensive, they will be of more useful even for a

common man. Communication has become easier as there are a wide range of options available in this modern world. VOIP calling method enables people to call just by using their mobiles and the need of any computers and SMS Callback and Web Callback are the latest developments in the modern communication system. Some social media sites like Twitter and Facebook provide the users to connect and share information even without the requirement of any IT skills. Moreover, Snapchat and Instagram are the latest modes of social media and also the smartphone-focused messaging tools such as Telegram and WhatsApp are extensively used. Technology has also gifted the human beings with facility of having many more digital cable television channels with high quality broadband internet service and all these are available at affordable prices for the middle class people. In this way, technology has brought a great revolution in various fields and it has brought many changes in the field of education also.



With the latest trends in technology and its implications in the field of education, there are tremendous changes that occurred in the present education system also. It has become very

convenient for the teachers and the learners to access the available material. Using the internet technology, the teachers, researchers and learners are able to browse the internet and retrieve information for the desired topic and also explore new avenues of learning. Technology has made the job of teachers simpler as they use multimedia and other new teaching devices in the classrooms. In teaching English also, the English teachers are now using many new teaching devices in their classrooms in order to satisfy the needs of the learners and grab the attention of the learners on the topic taught. Since technology provides many modern teaching tools such as digital boards, smart boards, computers, tablets, mobile phones and projectors, the English language teachers utilize them as their teaching tools in order to make their classrooms lively and interesting for the learners. The learners' attention increases as a result of these technological tools and they learn in a novel way. Moreover, with the use of mobile phones in the English classrooms, the learners learn many things on their own and develop their English even in the absence of their teachers. Since there have been many changes in teaching and learning, the teachers try to learn the latest techniques, methods and approaches in English language teaching and learning. To get trained in these on-going trends, the teachers, researchers and learners pay more attention on the development of their career by learning these trends using several ways. Since the new concept of e-learning or online learning has been introduced, many of the English language teachers and learners use this mode of learning and learn things online. To refresh

the teaching and learning techniques and strategies of the teachers as well as the learners, they find ways to develop them by attending seminars, conferences, workshops, etc. As technology improves, there have been online conferences and seminars conducted in the form of webinars where the learners can attend them even without travelling to any place. These days, the English teachers and learners are interested in attending these webinars where they gain a lot of new and detailed information about the novel ways of teaching and language the English language skills. As webinars serve as the latest tools in developing the teaching skills of the teachers and the leaning abilities of the learners, let us discuss in detail about the webinars.

### **The definition of a Webinar**

Many dictionaries give different definitions to the webinar. Oxford Advanced Learners' Dictionary defines a webinar as, "A presentation or seminar which is a meeting for training or discussion that is conducted over the internet". According to Collins Dictionary, "A webinar is an interactive seminar conducted over the internet". Cambridge Dictionary gives its definition for a webinar, "A webinar in an occasion when a group of people go on the internet at the same time to study and discuss something". Whereas, dictionary.com gives its comprehensive definition as, "A seminar or other presentation that takes place on the internet, allowing participants in different locations to see and hear the presenter, ask questions, and sometimes answer polls". The word "webinar" is actually coined from the phrase, "web

seminar", that is held over the internet in the form of a workshop or seminar which involves a demonstration, discussion, presentation or any other instructional event. A webinar is also termed as an online seminar or workshop that is presented over the internet. A webinar is a virtual and live event which is performed online. A webinar is a live, virtual event that is executed online and it is an educational or instructive session that includes audio and visual communication between a speaker and the participants. A webinar is basically just a workshop or seminar conducted over the internet and it can be a demonstration, discussion, presentation or other instructional session.

It is mostly a top-down, one-way conversation. Participants can also record webinars to view them later, but here the interactive elements will not be there. In these situations, recorded webinars become webcasts – presentations that include one-way video and audio and there will not be any interaction between the presenters and the participants.



### **The Significance of Webinars**

Since webinars are seminars that are conducted online, there is no need to think for finding a right physical venue and they allow the participants to host a virtual meeting. Even if the participants'

physical presence is not there, the speaker's presentation is shared with them. On the other hand, the participants can participate in the webinar without leaving their homes or offices just by watching it on their computer, laptop or mobile device. In most of the cases, webinars are used for business-related purposes and are commonly used as a relationship-building or authority-building tactic. Nevertheless, webinars are also used for internal group or team meetings, especially when the work is done by an international or remote team. But unlike the traditional way of presenting it through seminars or lectures, the main advantage of a webinar is that the audiences those who miss the live event can view as it post-event and also download the distributed materials during the live event. Now-a-days, many people search for webinars on the internet. The statistics show that 110,000 people search for webinars in Google with an average of 271,500 times a month. It clearly shows that there is a huge demand as well as popularity for webinars.

There are certain popular topics of webinars that include foreign languages, marketing, sales, entrepreneurship, personal management, finance management, HR training, marketing and personal growth. There are some hosts who provide webinars for free of charge, whereas there are some others who provide webinars by charging by the minute, by putting some monthly fees or by the number of participants. The major vendors of webinars include Skype, Microsoft Office Live Meeting, BigBlueButton, WebTrain, Fuze Meeting and Openmeetings, to name a few. Even if

anyone would like to produce his own webinars and who are interested in learning the processes and how to document them, Troy Dean, which is the marketing entrepreneur, consultant and speaker share his processes on managing coaching calls and webinars.

In the present digital age, webinars are designed to facilitate the exact objective of knowledge sharing and instantaneous communication. Initially, people attend webinars to establish just one expectation, but they gain more understanding of the subject or topic presented or learn something new. It means the participants expect that they will learn at least something from it, but they learn many new things and gain more knowledge than they have expected before attending the webinar. Generally, webinars are conducted to provide the latest information, share knowledge or assist the participants in dealing with professional or personal issues and difficulties. While participating in a webinar, the attendees are not merely the listeners or readers, but they participate in it very actively by asking the speaker some doubts during the Q&A session and by live chatting with the speaker. The participants also get an opportunity to interact and meet with the other webinar attendees and share the similar thoughts or queries in the webinar session. A person can just surf the websites or read a book at their leisurely pace, but he gains information by himself, whereas, the same person can gain more information within a short period of time and also can clarify his doubts by participating in a webinar as it promotes interactivity.

### The Main Feature of the Live Webinars

As the main feature of the live webinars is interactivity or ability to discuss or send and receive information in real time, the host can interact with the audience through chats, polls and also Q&A sessions. Sometimes, the host also invites the participants to act as a presenter. The host gives his presentation by sharing his desktop and by presenting with a variety of digital materials. While sitting in front of his computer, the presenter communicates with the participants using a webcam, a headset, a microphone and demonstrates the participants some digital pictures, tables, digital graphs and keynotes. The attendees watch and listen to the programme carefully, communicate with the other attendees and also with their host using the forum or text chat. The presenter or his assistants answer all the questions and comments received from the online chat.

A webinar may take the form of an academic lecture or some other type of presentation, such as a business conference. As webinar participants connect online, they use internet-based technologies to enhance the experience, for example, interacting through social media sites, file sharing, communicating through instant messaging and using a white board collaboratively. Despite it being conducted in the virtual environment of the worldwide web, the crux of the webinar's matter, so to speak, is interactive communication. Interactivity is what drives a rich mix of PR people, educators, human resource managers, trainers, advocates, marketers and netizens in the wonderful world of webinars. Its

ability to amplify, through web-based technology, the reach of communication and interactive messaging is the webinar's shining glory, and here lies its appeal to both presenters and audiences alike.

### What is the Ideal Webinar's Length?



### Data Source: BigMarker via Medium

(<https://medium.com/@BigMarker/12-webinar-statistics-you-need-to-know-b3e28b275abe>)

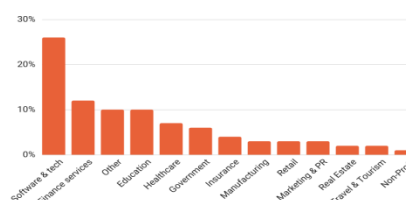
Webinars are generally presented for an hour and most of the viewers want them to have for less than an hour. To find out the ideal length of a webinar, two different surveys have been conducted by BigMarker via Medium and ON24 and their 2018 Webinar Benchmarks. In the survey conducted by BigMarker via Medium discloses in its report that 44% of the participants of the webinar are in favour of a 45-minute webinar and another 41% of participants opted for a 30-minute webinar. So they concluded their study by giving the ideal time for a webinar and it says that 45 to 50 minutes of duration is highly recommended for an ideal webinar. There is survey done by ON24 and their 2018 Webinar Benchmarks on the duration of webinar viewing time and it states that the ideal webinar should last for 40 to 45 minutes.

### The Influence of Webinars on ELT and ELL Environment

In this digital age, there have been so many changes that are taking place in English language teaching and learning (ELT and ELL). It is a fact that changes are inevitable and English language teachers as well as learners should also change according to the ongoing changes. As there have been new techniques, methods and approaches in language teaching and latest trends have also been developed, there is a need for the language teachers and learners to acquaint with them. As this learning opportunity is open for ELT and ELL teachers, researchers and learners through online learning, they utilize this chance to develop their career. As Rao, P. S. (2018) states, “Though these webinars last for a short period of time, they provide more detailed knowledge about the subject that is presented. So, the participants get valuable information about the latest strategies, techniques, methods and approaches of English language teaching and learning from those webinars”. As the main aim of webinars is to provide the participants with the latest information about the subject or topic and to avail it just by sitting at home, most of the English teachers and learners attend these webinars. Rao, P. S. (2018) further says, “Webinars are useful instructional tools to learn English language and understand or update new developments in English language in terms of vocabulary and usage. Webinars also help the learners improve their grammar and pronunciation”. Moreover, the main advantage of these webinars is that they can also clarify their doubts during the Q&A session or through live chat. Since the webinars provide the participants a chance to interact with their co-

participants, they can discuss with them about some points and get the some useful tips from them. The audience learns a lot of new information about the topic as the speaker presents with appropriate situations and relevant examples. Whenever the participant misses some information, he can get the same when the main points of the presentation are displayed in the form of slides. Furthermore, the participants can repeat the whole session and listen to it as they get the recorded copy through email.

Industries who produce the most webinars



Data source: "The 2017 Big Book of Webinar Stats" by GoToWebinar



Organizing webinars has become quite common for almost all the fields. The above statistics discloses that software and technology is the field where webinars are widely used with 26%, whereas, education field uses webinars with 10%. According to the latest updates, webinars are widely used in the English language teaching and learning environment and almost all the organizations are sponsoring free webinars.

Webinars are used as learning or training tools for the teachers and learners in ELT and ELL environment. Since most of the webinars are aimed at presenting new concepts and new techniques in learning the English language, most of the teachers and learners are interested in learning them not only to refresh their teaching-learning skills but also to



improve their knowledge with the latest information that they get from the webinars. These days, there are many free webinar organizers and they present these webinars with different concepts and with novel ideas that are suitable for ELT and ELL environment. Among them, Pearson, EF English, Cambridge, Oxford, the British Council, Macmillan English, IATEFL and so on are some who present with very high quality material and high standard presentations. All of them have got a very good faculty who are highly qualified, well experienced and trained teachers with a lot of experience in doing research in ELT. These organizations provide the participants with a variety of webinars that give a lot of information about the changes that are taking place in ELT and ELL environment. Each organization presents different kind of webinars and the English teachers and learners get a lot of benefit by attending these useful ELT and ELL webinars. Let us discuss how these free ELT and ELL webinars presented by various organizations are useful for the English language teachers and learners.

EF Education First operates sixteen business units and EF English First which is simply referred to as EF is one that works under its global umbrella. EF focuses on conducting training courses in English language and its goal is to provide excellent teaching in an immersive environment. EF Teacher Development provides a free certificate programme for teachers of ELT to boost their teaching credentials. EF Teacher Development provides six free webinars for teachers with their academic experts on various

innovative approaches, techniques, methods and tools to make the teaching and learning environment of English classrooms more funny and dynamic. All these six webinars are of one hour duration and they are held twice a year whereas the participation is allowed for teachers of English worldwide. They sometimes invite the experts from Oxford University Press to involve in these webinar sessions. The webinars organized by EF are: “Innovative lesson warmers and endings”, “Content and language integrated learning (CLIL)”, “Motivating and engaging young learners”, “Effective error correction”, “Classroom management and speaking the target language” and “Differentiation for language and special needs”. These webinars give an insight into the teachers to implement the teaching techniques and strategies that are suitable for the learners’ needs and interests. As most of these webinars aim at refreshing the available novel ways of teaching and learning, it is sure that the teachers will certainly get benefitted a lot from these webinars.

IATEFL also organizes free webinars for ELT professionals who work at various levels all over the world. The main advantage of these webinars is that they provide an opportunity for both their members and non-members to participate in them. They provide useful and well-prepared webinars on different topics such as “The JAZZ of Teaching and Learning”, “Teaching and Learning through Social Networks”, “Go them with Speaking and Learning with Digital Icebreakers”, “Quizlet: More than just Flashcards”, “Action Research to improve Instruction and Learning”, “Creating Motivation,

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Creating Learning”, “Creative Grammar”, “Storytelling in the classroom”, “Self-publishing ELT Materials”, etc. As these are very useful topics to improve the teaching and learning skills in ELT and ELL environment, the language teachers and the learners have to attend these webinars to update their knowledge and teaching and learning skills of English.

Free webinars are also offered by National Geographic Learning and it organizes them for teens, young and teaching adults. The mission on of National Geographic Learning is to bring the world to the classroom and the classroom to life. Through their materials, the English teachers and learners really experience the joy of learning and experience. Moreover, they give the teachers a chance to converse with the specialists in the field of ELT, National Geographic Explorers, speakers from the TED stage and some others who are related to ELT. Since their mission is aimed at high, there is no doubt that the teachers and learners get more information about the topics discussed there and with that knowledge, they can implement various novel methods in their teaching and learning.

Pearson is another organization that offers free webinars from which the educators get inspiration and ideas. These webinars are mostly available on-demand and live also. Pearson always showcases its webinars with new educational programmes, resources and practices that aims at enhancing the English language skills of the teachers and the learners. In the past few years itself, more than six thousand English teachers attended

Pearson’s webinars and it shows how Pearson organizes the webinars with a lot of new information and with different kind of presentation skills. This year also with a hardwork of their consultants and authors, Pearson offers seven more webinars such as “Meeting the needs of Digital Natives”, “Engaging a New Generation with Real World English”, “Scaffolding: The Art of Building a Lesson”, “Language Learning; Seven Steps to Critical and Creative Thinking”, and so on. Pearson’s webinars are very much helpful for the ELT and ELL environment as they are prepared by their senior researchers and ELT experts whose goal is to bring tremendous changes in both teachers and learners in teaching and learning the English language skills.

Macmillan Education also provides its support, inspiration and guidance to the English teachers as part of their journey of professional development. Macmillan openly invites all the English language teachers, learners, researchers, educationalists and authors to attend the webinars presented by its experienced educational and ELT professionals. As part of their Advancing Learning Academic Programme, they present their webinars with a wide range of topics. Those who participate in these webinars feel a lot of satisfaction and they also participate in them with a great enthusiasm and they advance their learning skills and also share their ideas with the other participants. The free webinars provided by Macmillan Education are: “Happy Birthday”, “Getting Teens to Speak and Write”, “To Speak or not to Speak”, “Teaching English pronunciation for the

real world”, “Shakespeare Special”, “Boosting students’ confidence to communicate in English”, “Flipping the Classroom”, “Leading to Success” and so on. Macmillan is going to start an advancing learning for women with authors and experts of ELT world that covers almost all the burning topics in ELT.

British Council is one of the major webinar presenters in the world. British Council prepares webinars that are suitable for all age groups such as kids, teens, adults and teachers. It prepares separate webinars for each category and the material is prepared by its expert ELT faculty. For example, the webinars that are prepared for English teachers include: “Creativity in the language classroom”, “Engaging Generation Y with technology”, “How to get students writing in class... and love it”, “Using Picturebooks with Children”, “An innovative way to teach ESL children phonics”, “Early story writing for YLs”, “Children’s apps you can trust”, “Ten ideas for mobile learning”, “Writing stories for ELT Primary”, “Spoken grammar/lexical approach”, “Classroom based teacher development”, “Ingredients for successful CLIL”, “A Box of tricks: warmers, coolers and fillers”, “Fostering learner autonomy”, “Effective use of video in the ELT classroom”, to mention a few. In the same way, British Council also prepared webinars for adults, young teens and even for kids. There are many interesting topics that are covered under each category and these are presented with a lot of fun and learner-centred environment. Each webinar is prepared by the most talented and well experienced teachers and ELT experts

around the world with utmost care and a lot of research work. Therefore, British Council webinars will be of immense use for the teachers, learners, researchers and curriculum developers as they give the latest information and knowledge about the ongoing trends in ELT and ELL.

Oxford Professional Development also provides free webinars on ELT and ELL environment. The experienced and professional trainers and experienced authors of Oxford Professional Development teaches theories, concepts and practical ideas of ELT and ELL and the participants of the webinar grasp the main features and the latest developments of them. Here the participants get a chance to have an online contact with the co-participants of the webinar who belong to different areas, regions, countries and institutions. Furthermore, the learners can interact with the presenter and get answers for their questions and also have live chat with the presenter. The participants can also make use of the Oxford online webinar library at their time of convenience. There are many webinars that cover almost all the latest topics such as student motivation, CLIL, project work and 21<sup>st</sup> century skills. More examples for Oxford webinars are: “Learner autonomy in language classes for children”, “Teaching English pronunciation for the real world”, “Introducing new vocabulary to young learners”, “A Framework for Communicative Speaking”, “Problem-based Learning, Creative Writing”, “English as a Lingua Franca”, “Developing Speaking Skills in ELT Classroom”, “The Flipped Classroom Approach”, and so on.

From the teaching and educational perspective, webinars are very much useful because of their high degree of interaction and also for their help for participants to learn and understand very quickly. Therefore, it is understood that webinars play a vital role in developing the teaching and learning skills of the teachers and learners in the ELT or ELL context.

### **Conclusion**

In this paper, an attempt has been made to bring out the influence of webinars on English language teaching and learning. First of all, how technology brought drastic changes in all fields including in education, especially in ELT and ELL environment have been thoroughly discussed. As this paper has mainly focused on the influence of webinars on ELT and ELL environment, the definition and significance of a webinar have been illustrated. Moreover, the main feature of webinars and the length of an ideal webinar have been discussed. This paper has emphasized the influence of webinars on ELT and ELL environment and the information about free webinars organized by various ELT institutions have been presented in detail. Finally, the English language teachers as well as the learners have been advised to view these free webinars organized by various institutions that are very useful for them to brighten their career.

In this digital era, there have been changes taking place in language teaching and learning from time to time and the language teachers and learners need to know these changes in order to teach and learn the language skills in a systematic

and meaningful way. Since there have been many latest developments in ELT and ELL, there is a need for both the teachers and the learners to have a proper understanding about these latest trends. As webinars are very much useful in knowing these latest trends to update their knowledge enormously, they are advised to participate in these webinars as most of them are provided for free of cost. In this connection, it is wise to quote Rao, P. S. (2019), "The teachers have to attend these webinars as they can attend from home or office and refresh their teaching skills and strategies in order to make their classrooms lively and attractive. This results a positive learning attitude among the learners to learn the English language skills in a new environment". Hence the English language teachers as well as the learners should concentrate more on the ongoing issues in ELT and ELL environment. Rao, P. S. (2019) also says, "The teachers of ELT should attend all the webinars available on the internet where they get the up-to-date information about the latest developments that take place in their field and also enhance their teaching and learning skills enormously". They are also advised to make use of these free webinars where they are provided a lot of new information and novel trends in ELT and ELL and implement these in their regular English language classrooms.

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### **ABOUT THE AUTHOR**

The author, Dr. Parupalli Srinivas Rao, has a vast experience of teaching English at various levels. He has been specialized in ELT and has authored 10 books and published several research papers related to ELT in various international journals. He has attended several national and international ELT conferences and also presented some papers in them. He has also attended many webinars organized by renowned British based international ELT training institutions such as Cambridge English, Oxford University Press, Macmillan English, Pearson ELT, English First, IATEFL, British Council and American based Ed Web (USA).

He has been on the Editorial board for **twenty** well-reputed international journals. He has also done several prestigious projects including a project done for the National Council for Teacher Education(NCTE), Government of India and another one for King Faisal University, Saudi Arabia. He has attended several in-service training programs in ELT. He has taught English in India, the Republic of Maldives and Kingdom of Saudi Arabia for 27 years. At present, he is working as Lecturer in English at English Language Centre, King Faisal University, Kingdom of Saudi Arabia. He is very much interested in research activities and preparing study material for Undergraduate and Master’s Degree courses. He is also a member of ELTAI,

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