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# INTRODUCTION

Nowadays, in Latin American countries are urged of learning English as a foreign Language due to the current of Globalization getting all of our countries

involved. In the specific case of El Salvador the demand of bilingual professionals is incredibly increasing, and the English industry is requiring a brand new qualified and charismatic teachers. Due to that the Language Department of Universidad Tecnologica looking forward to the benefit of its students, introduced some new subjects for the English Major. These new subjects will serve as a complement for the professionals in this career, making a wider labor field and offering the highest level of formal education.

The language department of UTEC is as usual trying to get the best methodology for its students teaching learning process. In spite that the lack of teaching aids for specific purposes is showing in some of the classrooms, they try to reward this lack with some other immediate solutions that become cheaper and useful for each student.

This research was first founded on the necessity to design a textbook for one of these new subjects: "Oratory and Protocol". All the students have the goal of learning to communicate in English Language effectively for a variety of purposes. On the other hand, the importance of how to act in different situations it becomes also an important part of the formal education that a professional in this field has to improve.

The researchers remark that a textbook is a teaching aid that facilitate to teach and/or learn through eyes and ears. Textbooks come from the most sophisticates and expensive to the most cheap and common, but to design a book for an specific subject was the researchers challenge. For its designing the authors took into account some elements detailed in Chapter II, Methodology in which there are gathered the suggestions and students' needs and interests toward the subject as well as the expectations that they have. Students were surveyed in order to meets their needs, also to reinforce the position of all students of these new subjects that urge a written guide to complement these subjects. save time because one picture can do with a single minute what it takes ten more to explain in words. Also, the researchers intention by designing this textbook is to help actively to the needs of UTEC in providing to its students with quality learning material according to their needs and expectations. This textbook clarifies students' doubts, gives them a warm welcome to this new subject and presents each topic in a very friendly way.

As the authors have mention before the main purpose of this project was to bring a solution and give to the student's a tool for a fast development of the skills in Oratory and Protocol because these abilities have to be acquired through its use and constant practice. The present research study has been structured in Three Chapters that, in general terms, comprise the following:

Chapter I refers to the Statement of the Problem, Delimitation of the problem, Justification and Objectives.

Chapter II is about Theoretical framework, Conceptual framework and Methodology.

Chapter III is the Proposal or the authors should say the designed textbook called "The Brief Effective Guide - Oratory & Protocol"

Our goal is to enable students to become better illustrated about this subject and to reach their goals faster and easier. As well as to help teachers in their challenging job that requires a frequent refreshment of teaching aids that fulfill learners' ideas, needs and point of views. The authors feel really proud to present this textbook in which all the hopes of learning accomplishments have been put.



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