

## Unlocking ESP Potential: A Culture-Infused Approach to Mobile-Assisted Language Learning

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**Abstract:** *This paper's objective is to outline the unique aspects of imbuing ESP into a MALL practice. On the one hand, it focuses on the technical intricacies involved in developing a mobile application for FL learning and assessment. On the other hand, it delves into the incorporation of cultural elements within the exercises it offers. In terms of the former aspect, the Erasmus+ project LanGuide state-of-the-art mobile application targeted four distinct specialised fields (academic, mobility, administrative, and IT), six different languages (English, Romanian, Slovenian, Italian, Croatian, and Spanish), three language proficiency levels (beginner, intermediate, and advanced), and three types of users (students, teachers, and administrative staff). Regarding the latter aspect, LanGuide took a unique approach to integrating cultural elements into the exercises offered through its mobile application by merging two views, crafting task environments tailored for each exercise, incorporating cultural elements from the languages it focuses on and imbuing them into the drills created in and for the English language. Thus, LanGuide set itself apart from other language learning mobile apps, not only by aligning ESP with Mobile-Assisted Language Learning, but also by naturally blending the communicative teaching approach for foreign languages with the pedagogical techniques of the digital age.*

**Keywords:** *MALL; ESP; cultural element; cultural literacy; cultural competence; cultural awareness; digital era.*