

Teaching ESP in a Hybrid Mode and in Academic Environment

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Abstract: *The pandemic faced mankind with a challenge, but revealed untapped opportunities for teaching and learning as well. The educational process in an electronic or hybrid mode became common practice and all stakeholders could feel its benefits. Now that we are back to normality, how can this experience be used to offer high-quality academic ESP courses in a hybrid mode? The paper aims at presenting a survey on students' and faculty's attitudes to hybrid ESP courses. The survey is part of a university project whose objective is the development of hybrid ESP courses at the University of National and World Economy (UNWE) in Bulgaria. The sample included 274 respondents from UNWE – 240 students and 34 lecturers. Additionally, a survey of 33 Italian lecturers was carried out, which allowed to make a comparative analysis of the faculty attitudes and perceptions. Insights into respondents' perceptions are presented and discussed with regard to the ESP course design. Recommendations are made for the development of reference criteria for the design of effective hybrid ESP courses.*

Keywords: *ESP, hybrid courses, ESP courses, hybrid ESP courses, academic ESP courses*