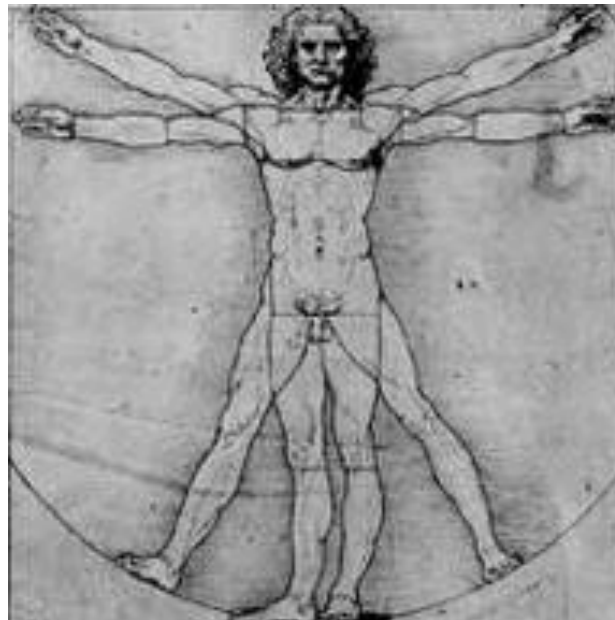


The Language of Beauty Therapy

Belinda Bold
ACAL Conference, Darwin
September 2010

The Language of Beauty Therapy: an online approach to learning the language of anatomy and physiology in the context of Beauty Therapy and Massage Therapy



Background

Beauty Therapy students & Massage students common needs

Advancing literacy skills for
academic learning and
assessment tasks:

Reading texts on

- anatomy, physiology
- skin biology
- chemicals
- products
- occupational health and safety
- industry legislation

English Language Strategy

- Academic discourse
- Incorporate different types of literacy

Writing

- reports
- essays
- reflections
- client information

Speaking & listening

- communicating with clients, colleagues, teachers, industry professionals
- assessments (presentations, practical assessments with clients)

Student backgrounds

ESB

- VCAL / VETiS
- School leavers who are interested in the practical aspects of Beauty Therapy
- (Dip) Beauty Therapists who are looking at business management / ownership
- Career changers
- Tyre kickers

NESB

- VCAL / VETiS
- New migrants / refugees (some with OS experience)
- Beauty therapists upskilling
- International students



Starting point

Resources cannot be stand alone

- Support only?
- Align with mainstream?
- Embed with mainstream?
- Ensure student access (and use)
- Relevance to various learning needs and assessment requirements



Theories

- Mindmapping (Hyerle*) for personal organisation & learning development skills.
- Workplace learning theories
- Distance learning theories

- Materials can be available, but how do students know about them and how are they used?
- Are they useful or wasting time?
- Are they an efficient and effective way of improving skills?
- Are they cost effective?

*Hyerle, David, *Visual Tools for Transforming Information into Knowledge*, 2009, 2nd edn, Corwin Press, USA

Barriers to Learning in Distance Education

Literature review by Jill M. Galusha, University of Southern Mississippi

- Distance learning is an excellent method of reaching the adult learner. Because of the competing priorities of work, home, and school, adult learners desire a high degree of flexibility. The structure of distance learning gives adults the greatest possible control over the time, place and pace of education; however, it is not without problems. Loss of student motivation due to the lack of face-to-face contact with teachers and peers, potentially prohibitive startup costs, and lack of faculty support are all barriers to successful distance learning. This literature review explores distance learning and its barriers.

Access

- Discipline teachers
- Online
 - Web CT / Blackboard
 - Elluminate
 - Other platforms
- Introductory workshops
 - To classes
 - General via library
 - Via Elluminate etc
- <http://www.illuminate.com/>



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The Language of Beauty Therapy resource

- Divided into sections
 - Assignments
 - General documents
 - Hints for new students
 - Language of Anatomy and Physiology
 - Research, plagiarism, referencing
 - Study skills
 - Tests and exams



Workshops

- Two available:
 - » Study skills and approaching exams
 - » Planning and writing an assignment
- Both act as an overview of the skills and input required of students
- Are structured via PowerPoint that act as notes, but encourage students' questions and examples
 - Live examples given with student input
 - Personal questions invited, both during and post workshop

Self study: at home or in the workplace

- Materials can be accessed for induction
- Self study
- Revision
- practice



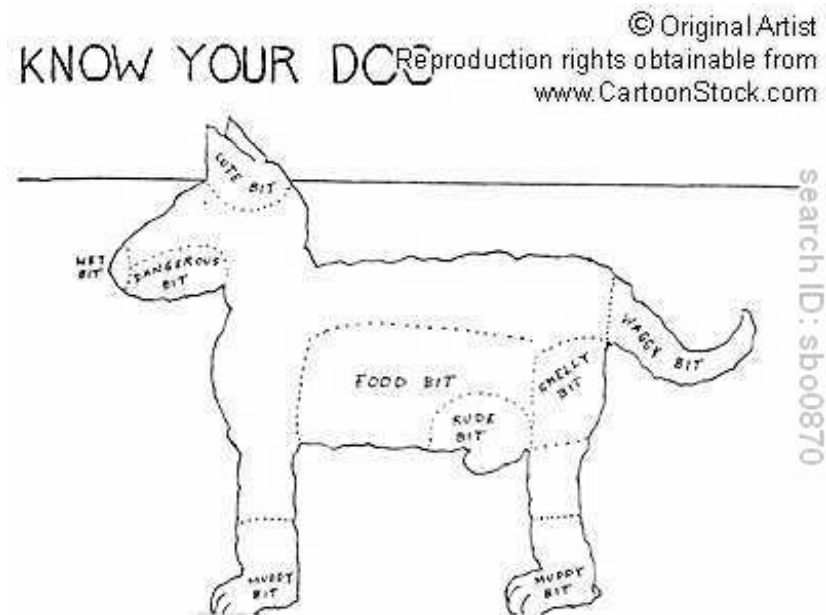
Language of massage

- Massage of back using appropriate language
- Practice use of language while doing the prac (massage, waxing etc).



Common terminologies illustrated

- PowerPoint pictures with key words used in common, technical phrases (such as massage strokes)
 - Spelling important, orally practised in class and in workplace



Why language is important in Beauty Therapy & Massage

- Verbal communication is important for client, therapist understanding

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