

From the Editor

We have a very special Convention Issue for you this year. Hopefully, our Journal reflects the various interests of our readers. In this issue we present articles dealing with executive classes, ESP, teaching children and adolescents and techniques for working with culture in the classroom. Most of the articles are in English, but one is in Spanish, representing our bilingual nature. Most are very serious, but one is humorous on the surface, while in reality presenting a serious message.

The first article by Coral Ybarra from the Universidad de las Américas-Puebla examines in great detail various aspects related to the organization of executive classes in business and industry. This is very timely now that our daily lives are permeated with NAFTA (T.L.C.) making us all the more aware of the importance of English in Mexico now and in the future.

Our second article (by Susan Ibarra-Puig) comes from a Mexican University (the Universidad Autónoma Metropolitana-Iztapalapa) and can serve as a guide to teachers or administrators who have a hunch that a specific course is needed, but are not sure just how to go about discovering if this hunch is true and, if it is, how the new course should be designed to meet the students' needs.

The next article (by Greg B. Britt, Britt Servicios Lingüísticos) is a practical article dealing with the teaching of culture with ideas that are applicable to any level of learning and for any age student. The ideas are useful and creative and can be included in any communicative classroom.

Our final article (by Susan Zimmerman, Instituto Mexicano Norteamericano de Relaciones Culturales, A.C.) is a humorous view of teaching children which, through satire and down-to-earth examples, discusses a serious issue in child pedagogy.

Our book review this month is about *American Generation*. The promised reviews of two pronunciation texts will be printed in our next issue.

Please remember, our Journal cannot exist without your cooperation. Submit articles and reviews. Suggest topics that you would like to read about. Send us your comments about the articles we publish. We would like to hear from you.