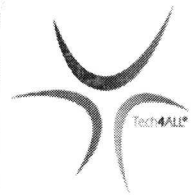

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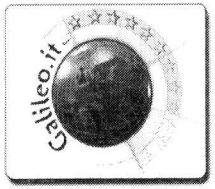

...from

Language to Communication,

and from

Communication to Language...

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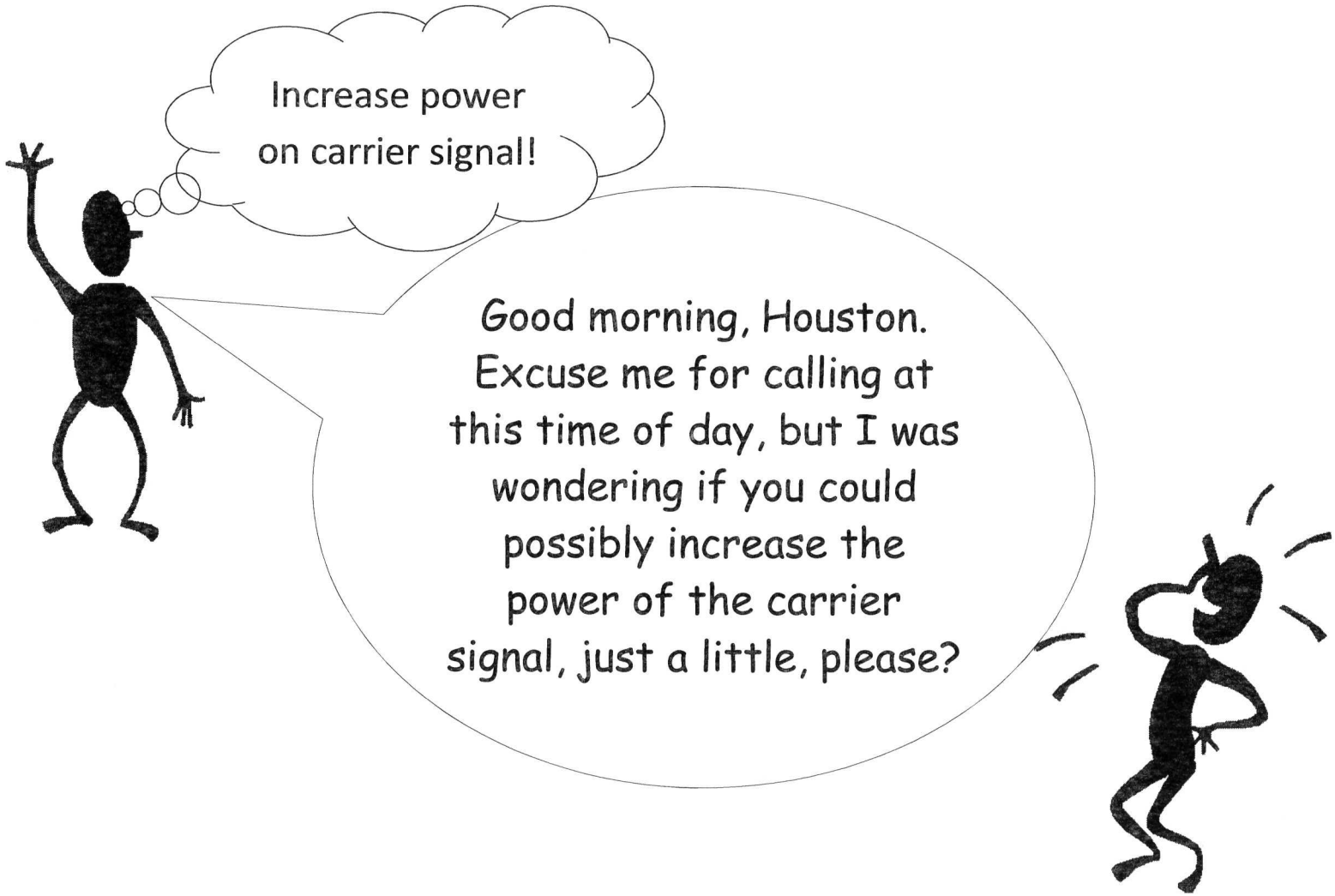
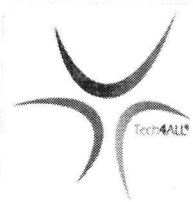
Zwei bier, bitte.....


Increase power on carrier signal!
Good morning, Houston. Excuse me for calling at this time of day, but I was wondering if you could possibly increase the power of the carrier signal, just a little, please?



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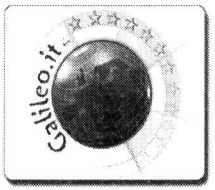
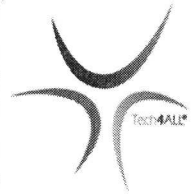


The Language Training Challenge ('the problem')

Towards a Solution

The Next Step



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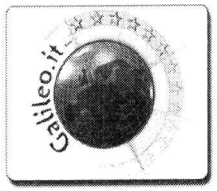
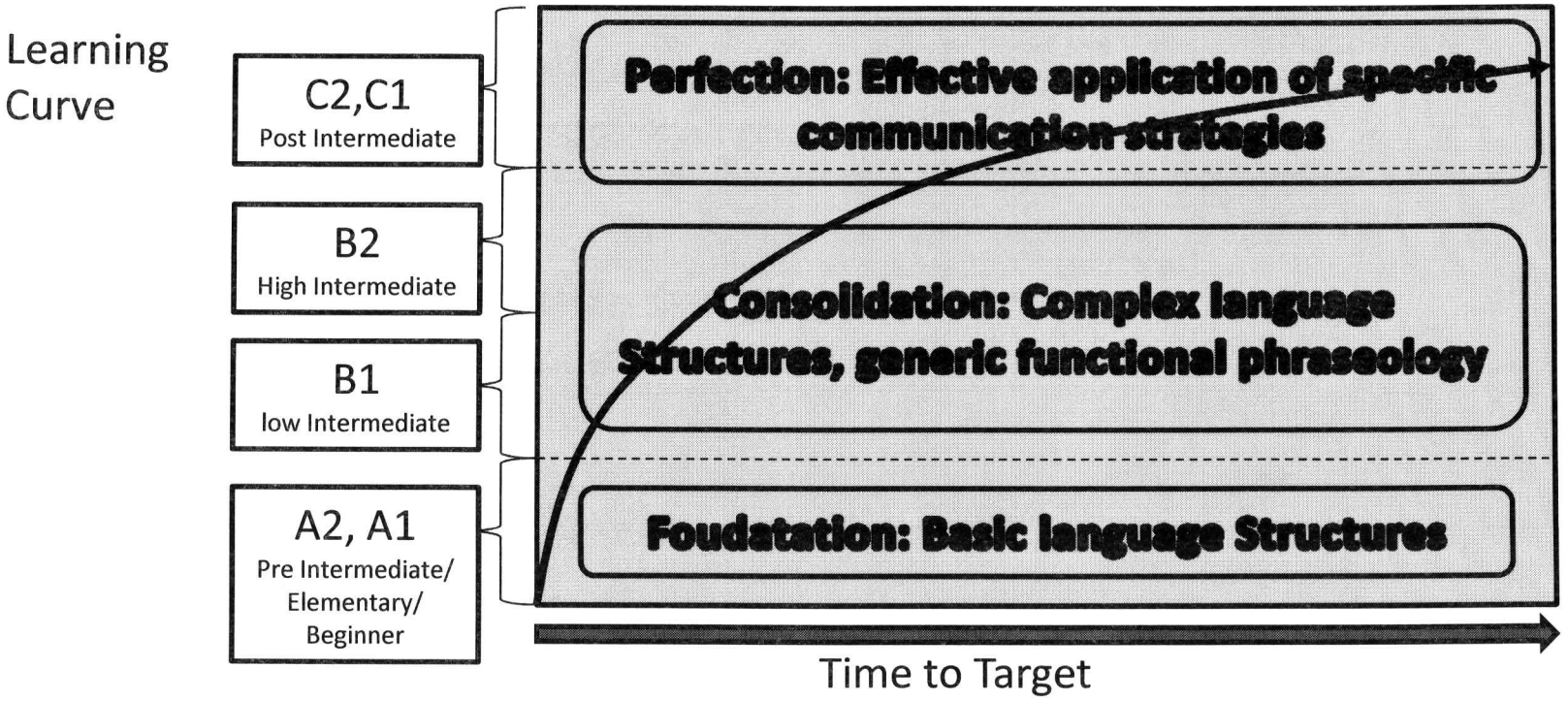


The problem in a Nutshell:

- *Too often, students at **intermediate** levels and above find themselves following courses that were **designed for someone else**, or **no one in particular**.*
- *Students spend **too much time** learning things they **don't need to know**, and **not enough time** developing the **language and skills they really need**."*

- The Myth of One Measure Fits All:
  - *«While **standardized courses** may meet the needs of the **lower levels**, at **higher levels** the **specific needs** of the learners calls for **'made to measure'** training courses.»*



- The Myth of One Measure Fits All:
  - *«While **standardized courses** may meet the needs of the **lower levels**, at **higher levels** the **specific needs** of the learners calls for **'made to measure'** training courses.»*

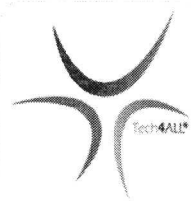
But...

Also at the lower levels, courses need to be tailored:

- What does the learner really need?
- What context is the learner in?
- What resorces does the learner have?

Training Solutions at all levels need to be tailored!

Clip from 'Fawlty Towers' – BBC - ('Fawlty' or 'Faulty')



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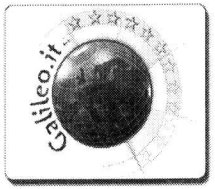


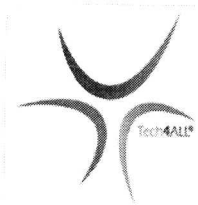
Reflection:

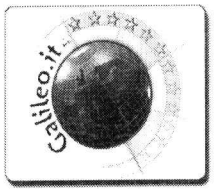
When we design and develop language training programmes, we are NOT selling a language....

We are trying to satisfy a need or resolve a ploblem...

What is that problem/need?

.....It is simply the the need to Communicate

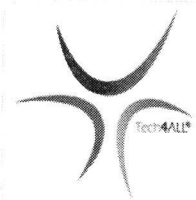




Towards a solution:

What has Language Solution done over the past two decades in terms of:

- Methodology?
- Tecchnology?
- Specific Training Solutions ?



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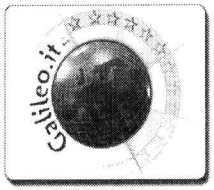
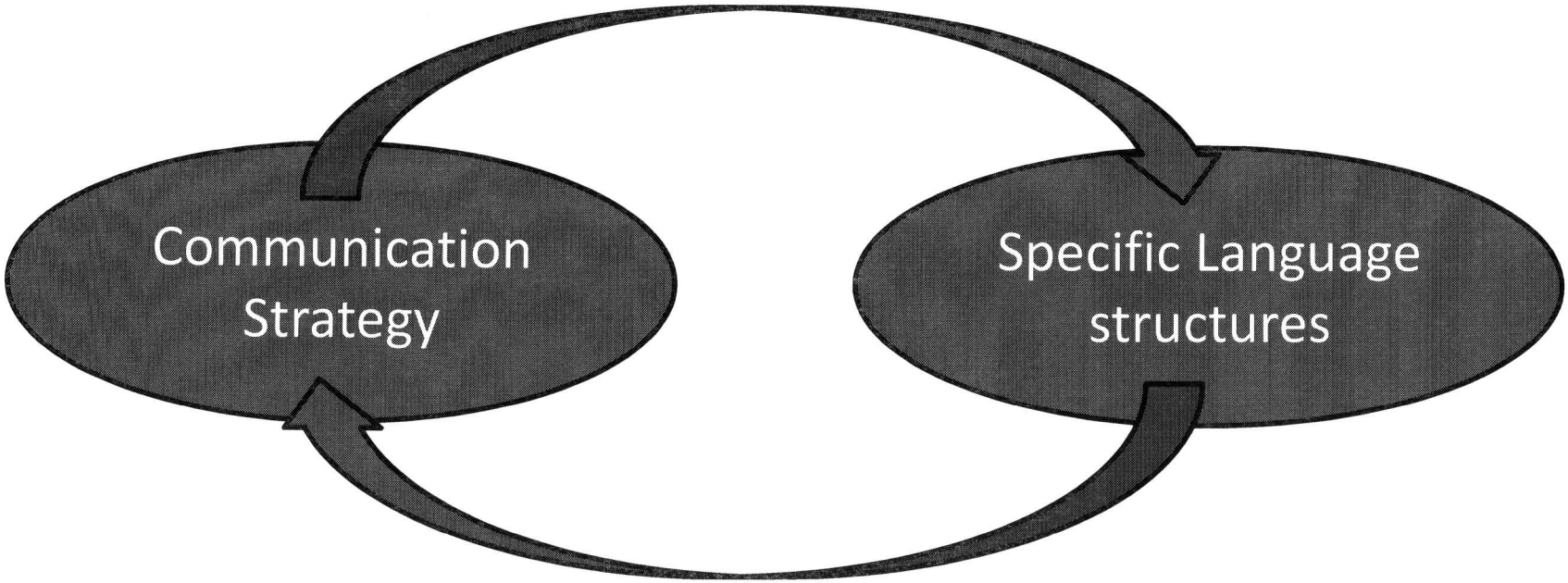


Methodology

Methodology: NLR – Neuro Linguistic Reinforcement

From Language to Communication.....
.....and from Communication to Language.



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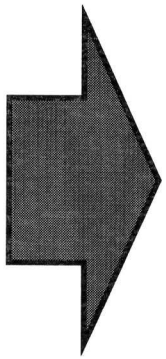
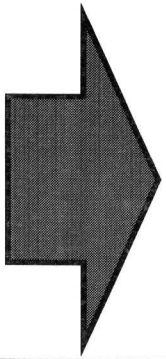
Methodology: NLR – Neuro Linguistic Reinforcement: Practical examples

Expressing Disagreement:
- Soften disagreement with a sign of respect
- Change 'negatives' to 'positives'
- Separate the person from the problem

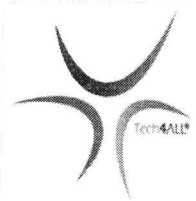


NOT *"I disagree with you"*
Rather:
"I'm afraid I don't agree with that"

Defending 'unexpected' results:
- Don't contradict
- Separate appearance from reality
- Open the door to dialogue



"I agree that at first glance things don't seem so good, ...Let's take a slightly closer look at..."



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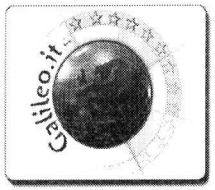
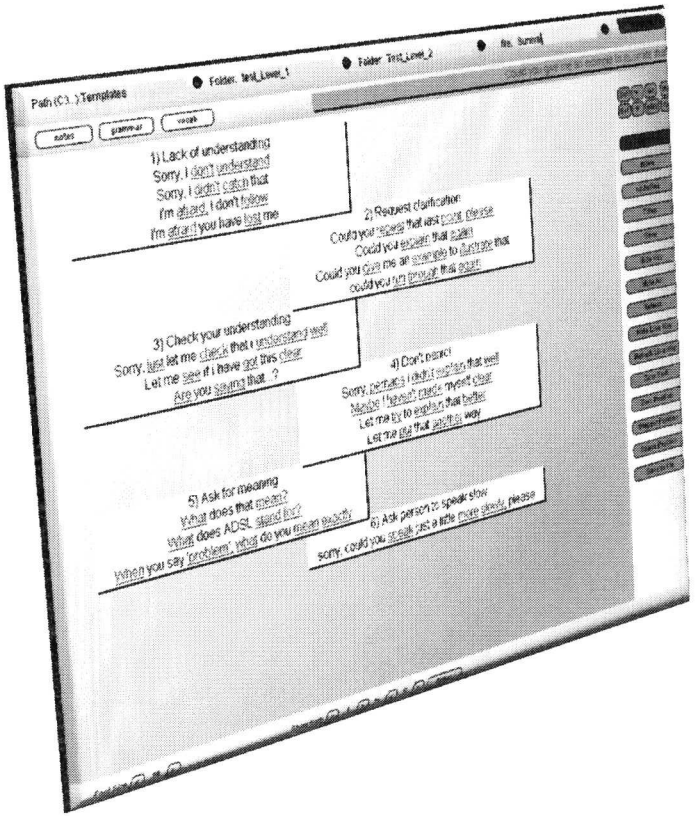
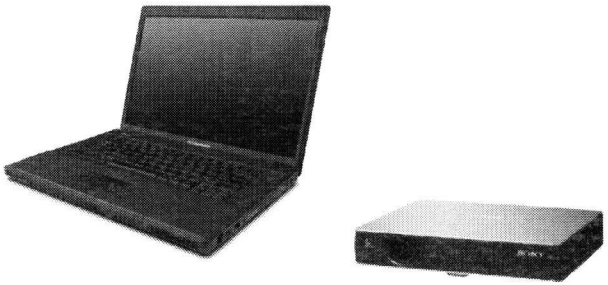


Technology

Technology: The Virtual Blackboard





The development of **specific functional phraseology** is facilitated by the use of a virtual blackboard – an **interactive** interface which guarantees **flexibility**.

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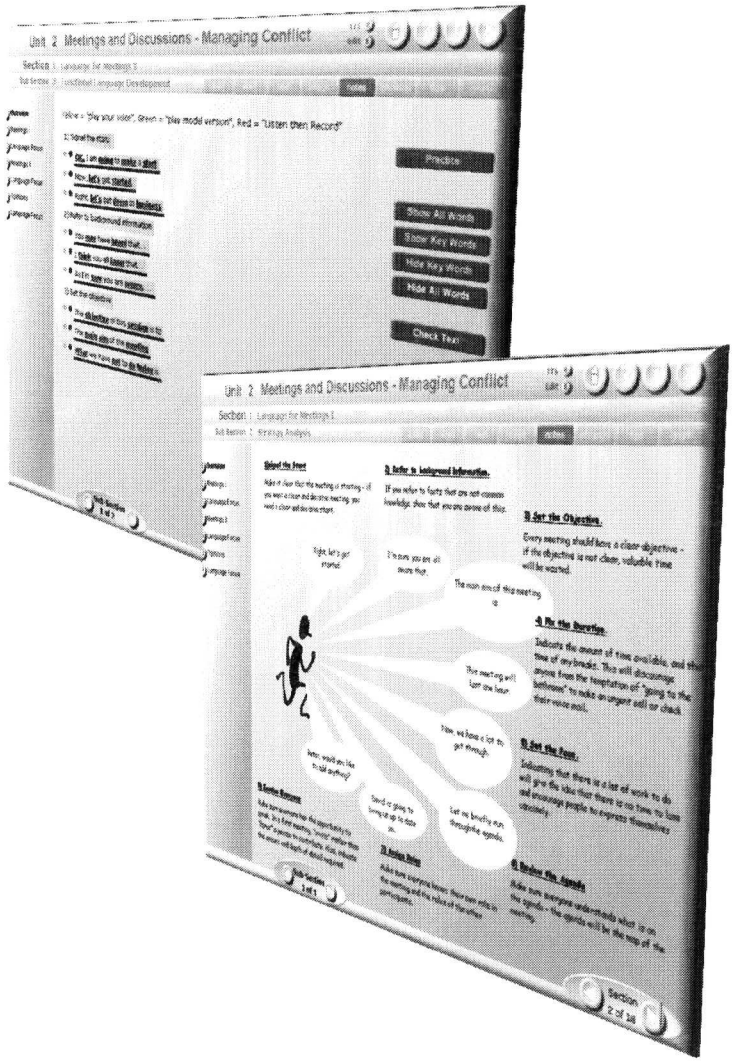
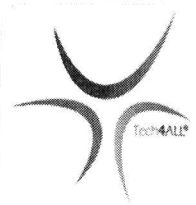
Technology:
ITS – Interactive Training Support

Each course is accompanied by a multi-media support system containing the key elements and language presented, together with interactive practice activities.





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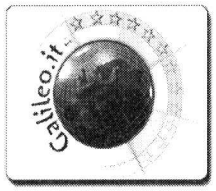
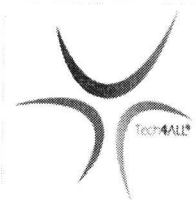


Specific Training Solutions



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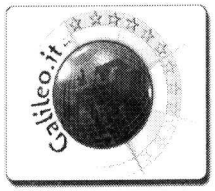
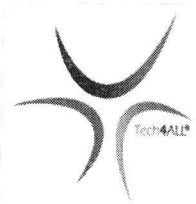


Specific Training Solutions:

We have designed and developed a number of multi-mededia training programmes, based on the above methodology and technology, for those working in the area of tourism.



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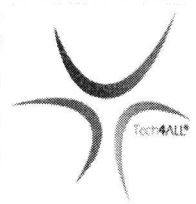
The Next Step?



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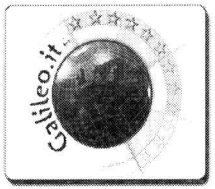

The Next Step?

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Any questions?

If there are no questions, then all I can say is:

Noch zwei bier, bitte.....