
Teaching Business English
with videos:

How to use videos in
the classroom ...
and beyond.

Philip Gienandt - LinguaTV.com

IATEFL / BESIG Bonn Conference 2014

LinguaTV Company Profile

Pioneer for Video-based Language Training

- Die LinguaTV GmbH, Berlin wurde 2006 gegründet mit dem Ziel, Fremdsprachentraining unterhaltsamer, praxisrelevanter und effektiver zu gestalten.

Experienced and Interdisciplinary Team

- Mitarbeiter aus den Bereichen Fremdsprachentraining, Mediendidaktik, Entertainment / Gaming und Videoproduktion, Internet- und Mobile Applikationen, u.a.

Internationally Awarded

- Für Methodik, Inhalte und Umsetzung erhielt LinguaTV mehrere international renommierte Auszeichnungen



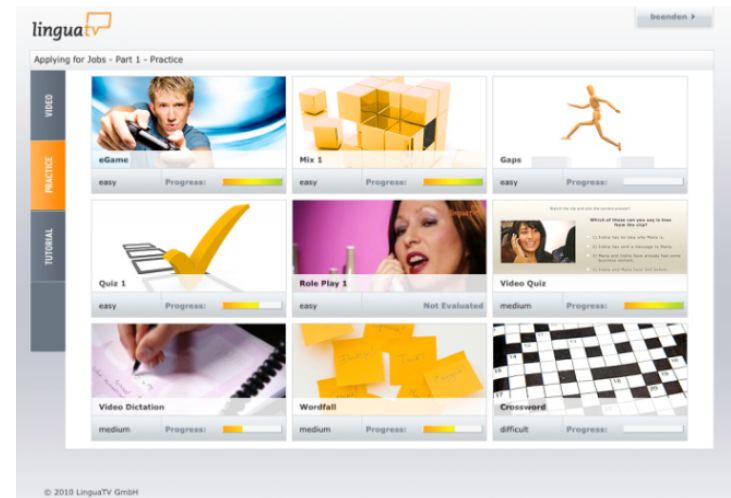
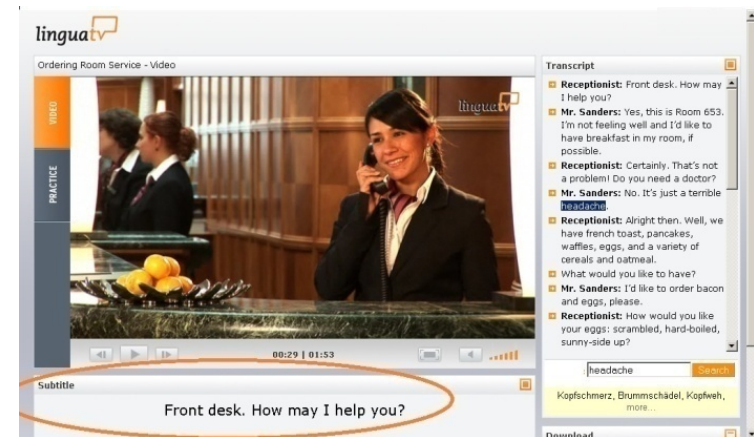
LinguaTV - Videos & Games for Learning Languages

5 important languages

- English, Spanish, Italian, French and German
- Courses for Special Purposes: Business English, English for Hotel & Tourism, Technical English, Business German

200+ subjects and situations

- Important situations for private and professional life
- Business language for employees, self-employed and students
- Popular topics such as travel, shopping, restaurant, networking, etc.



General Benefits of Videos in Training

Videos: Reduce the hurdle to learn ...

- | | |
|-----------------------------------------------|-----------------------------------------|
| ■ Attractive Content | ✓ Higher Reception Rate |
| ■ Story Telling | ✓ Entertaining |
| ■ Practical Relevant Skills | ✓ Immediate Impact |
| ■ Modular & Flexible Units
(microlearning) | ✓ Fit with busy Work
Schedules |
| ■ Multimedia | ✓ Fit with today's Media
Consumption |

Benefits of Videos in Language Training

Videos: Train more than just language skills ...

- Learn a language in a context (realistic situation)
- Links spoken word with body language and facial expression
- Improve listening comprehension
- Showing different models of behavior
- Show pronunciation and intonation
- Making aware of intercultural differences
- Highly motivational and entertaining

Benefits of Using Videos in the Classroom

Videos: A great fit in the Classroom

- Engage learners in a way that reading texts or listening to audio normally can not do.
- Break the “normal” classroom routine
- Show a range of different voices with different accents, pronunciation and intonation
- Initiate discussion on situations and elicit student opinion and/or experiences in similar situations.
- Promote discussion on cultural social differences by direct reference to the video material

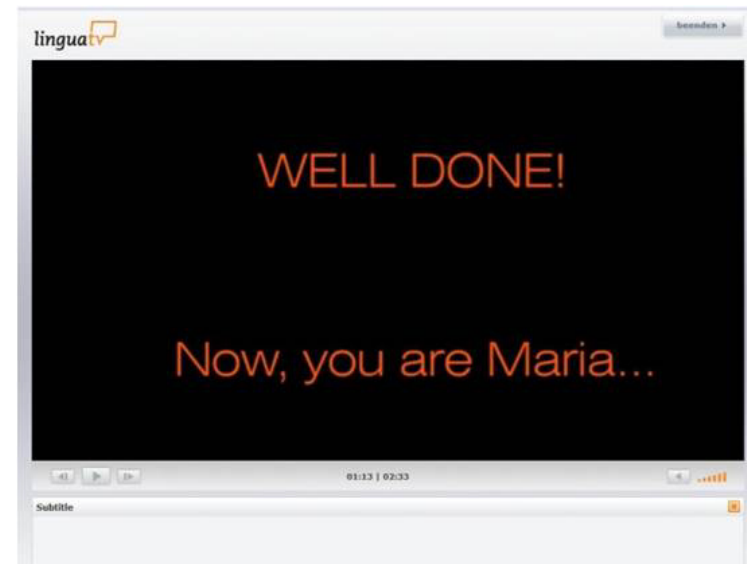
LinguaTV – LET's Have A VIDEO SNACK



Please visit our website www.linguatv.com/p_Product/1/0/ and select one of the free demo lessons in order to watch a video.
We recommend „Business English B2/C1 - Delegating Tasks“.

Activities based on Videos for Classroom

- **Description**
- **Discussion**
- **Video Production**
- **Role Play**
- **Word Games**
- **Transcribing**



Activities based on Videos for Classroom

Description:

- Show video and have students:
 - Describe characters and storyline
 - Describe language structure, accents
 - Evaluate behaviour, body language intention of the video / actors
- Play half the scene, then describe what's next; how the is likely to develop.

HINT: Let's do the watching of video and film outside / before the classes in order to prepare for discussion („*flipped classroom*")



Activities based on Videos for Classroom

Discussion:

- Show video (w/ or w/o sound) and initiate an open or guided discussion
- Ask students to observe / search for special topics:
 - Characters, emotions
 - Behaviour, intentions
 - Language structure, accents
 - Different cultures, values
- Ask students to recall their own experiences and discuss similarities and differences

Activities based on Videos for Classroom

Video Production:

- Select a topic and ask students to produce and act in a short video:
 - Interview with a celebrity
 - Reading the news as anchor
 - Presentation of financial results
 - Creating a commercial for a product



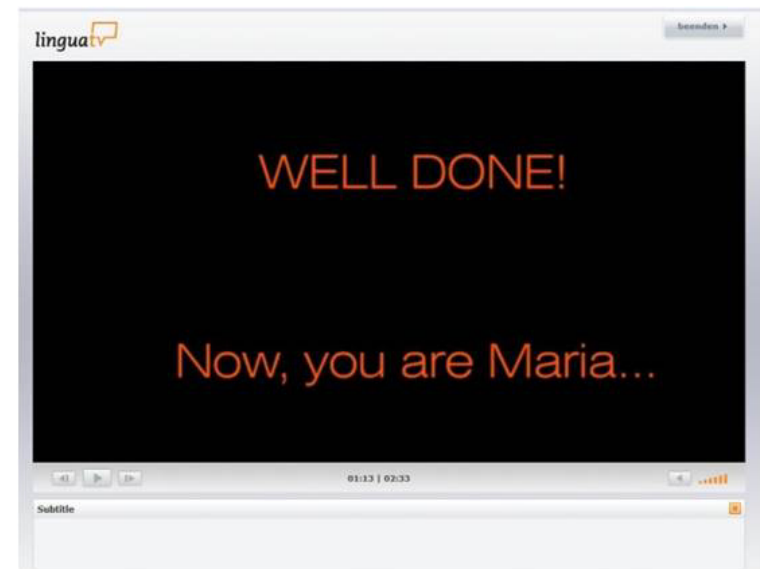
HINTS:

- As preparation, ask for written script or story (-> creative writing) .
- Review video with students and use for other activities.

Video-based Activities for Language Teaching

Role Play:

- First show video (w/ or w/o sound), then have students do the role play.
- Let students first play a situation, then show the dialogue.
- Show video again w/o sound, pick a role and have them synchronize the actors' voices (lip-/mindreading)
- Assign each role to a student. Start showing the video and stop it suddenly. Ask students to finish dialogue of their role. Or invent a new (missing) character...



Video-based Activities for Language Teaching

Word Games:

- Show video, then have students
 - collect words in different categories (such as verbs, etc.)
 - Remember how many times a word or expression appeared
 - Build a list of words that are unknown or pronunciation is difficult.
- Play video-based vocabulary bingo

etwas aufwerten, höherstufen:	Reservierung:	Einrichtungen, Ausstattung:	pünktlich: <i>on time</i>
wählen: <i>to dial</i>	Unterlagen, Aufzeichnungen:	Rezeption, Empfang:	Auf Regen für Sonnenschein
Abflug, Abfahrt:	klingeln: <i>to ring</i>	Flur, Gang:	Einzelzimmer
benachbartes Zimmer, Nachzimmer	verspätet:	Gepäckablage:	Steuern:

Video-based Activities for Language Teaching

Transcript

- Show video as often as necessary, ask the student to write down the part of one character/dialogue. (use a different colour for each attempt to monitor progress)
- Use existing transcripts and look for words in different categories (such as verbs, emotions, difficult to pronounce, etc.)
- Create gap-fill exercises based on transcripts.

HINT: At LinguaTV.com you can use the transcript to „jump“ to specific sentences in order to focus on and repeat them.

Additional material for the LinguaTV Online-Video-Training

Lesson: Scheduling Appointments

linguatv
we watch languages

Maria Martinez: Wednesday, August 19th, let me see. She's out of the office all morning, but she's free around noon.

James Stuart: Unfortunately, twelve o'clock is difficult. I won't be able to make it.

Maria Martinez: So shall we say 4.15 next Wednesday in Ms. Thomson's office?

James Stuart: Yes, that's perfect. Thank you very much, Maria.

Maria Martinez: You know our address and how to get here from the airport?

James Stuart: Well, you sent me your address in your last e-mail and the taxi driver will hopefully know the way.

Maria Martinez: I hope so. Okay then. Bye, James. Have a safe trip and I'll see you next Wednesday.

James Stuart: Bye, Maria. See you next week.

79,3% of LinguaTV learners finished
the course successfully.*
vs. 42,1%



- Higher participation rate
- Lower drop-out-rate
- More intensive usage
- Faster progress
- Better results

* Successful = Minimum 75% of all points. | Compared with other eLearning services. | Source: Studie der Avans University of Applied Sciences – Hertogenbosch / NL - 2012

What others say about videos in language training

Videos match the requirements of various target groups for high quality, flexible and effective language learning ...

Christian Siejock, Director HR at InterContinental Hotels

“Videos very effectively convey important English language skills and shows clearly how employees communicate professionally with guests.”

Brent Simpson, Trainer at English Studio

“The student response has been very good. The students find the videos highly beneficial!”

“We have only got a very positive feedback and our customers are really enthusiastic about the great variety of exercises. They learn faster and more effective with videos.”

Anke Hindrichs-Kotthaus, Owner of step-into-english

“My students have been pleased to work at their own pace. Working with the videos has improved both their listening and spoken English skills, whilst the wide variation of exercises appeal to different types of learners.”

Prof. Helen Bicknell, Head of Language Dept., at Private University Fresenius

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and if you **want MORE !**

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you will receive the

W H I T E P A P E R

(in English or German)

on

**“How to use video for learning and
teaching a foreign language in the
classroom”**

Contact

Thank you • Vielen Dank • Merci • Gracias • Grazie

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