



EDUSS Asia Pacific Pty Ltd.

Unit 1, 2 Breakwater Road,
Robina, QLD, 4226

PO Box 1255
Mudgeeraba, Qld 4213

ABN 37 095 551 161

RE: THE LANGUAGE MARKET

Product Overview

The Language Market range of products was originally developed by Goprint, a Queensland Government company.

The Language Market products are being used in over 2500 schools throughout Australia and a large number of schools in New Zealand.

EDUSS purchased the Intellectual Property rights on the products from Goprint in 2005 and have since redeveloped the entire range of Stage A products to cater for different operating platforms as the original program was developed for a Windows 95 platform. The new 2007 Language Market products has been developed in Flash to ensure multi platform operability. The teaching methodologies, lesson plans and content are exactly the same as that of the old system.

How is the EDUSS Language Market different from other software?

- ◆ It has 16 sequenced units with over 200 interactive activities and exercises;
- ◆ It is self-contained and completely immersive;
- ◆ It covers a whole year of classroom structured learning;
- ◆ It was designed by language teachers and uses native language speakers;
- ◆ It focuses on form, incorporating explanations, relevant examples and reinforcement activities and exercises;
- ◆ It observes, within a unit, the methodological principles of orientating, enhancing,
- ◆ synthesizing and extending;
- ◆ It observes the principles of reinforcement and progression within the program to insure mastery of concepts;
- ◆ It can be used progressively where learners follow sequenced language activities that cannot be accessed out of order, except in revision;

- ◆ It emphasizes learning of Chinese characters, with the use of phonetic support as a guide to pronunciation. (pinyin for Chinese and romaji for Japanese)
- ◆ Each stage of the EDUSS Language Market allows the teacher to be the facilitator not the language expert.

The Language Market Stage A and Stage B Products

Stage A - Foundational

Stage A is the basic introduction to a language and is suitable for beginners and young children. As the program is self-paced it is ideal for independent learning as well as for small groups in multi-level classes. This means it can also be used as an effective motivational tool for slower learners as well as highly computer- literate learners.

Stage A includes the following units and topics;

- ◆ Unit 1: Who are you? - topics 2
- ◆ Unit 2: How old are you? - topics 4
- ◆ Unit 3: Presenting the family - topics 6
- ◆ Unit 4: Where do you live? - topics 8
- ◆ Unit 5: Presenting the extended family - topics 10
- ◆ Unit 6: What do the family members do? - topics 12
- ◆ Unit 7: In the art shop - topics 14
- ◆ Unit 8: What are the people wearing? - topics 16
- ◆ Unit 9: What do I know? - topics 16
- ◆ Unit 10: Pet parade - topics 20
- ◆ Unit 11: Describing models, scientists - and teddy bears - topics 22
- ◆ Unit 12: From A to Z - topics 24
- ◆ Unit 13: What do I know? - topics 16
- ◆ Unit 14: What is happening this week? - topics 28
- ◆ Unit 15: Celebrations - topics 30
- ◆ Unit 16: Special days of the year - topics 32

Stage B - Advanced

- ◆ Stage B expands to use longer passages of conversational text and provides greater exposure to the notion of sentence structure and grammatical explanations including verbs and pronouns.
- ◆ Stage B has activities which are function (not vocabulary) driven.
- ◆ It introduces the writing of an additional 100 Chinese/Japanese characters in its calligraphy activities and shows how these characters are used in phrases and sentences.
- ◆ It has units which portray a story: Six young travellers: Chen Ping from China, Felix from Germany, Sakura from Japan, Juliette from France, Jono from Indonesia and Chiara from Italy arrive in the market place as guests. The travellers are hosted by the market place people (Mr Lee, Mimi and Max, Nestor, Ali, Carmen and Tina). Their mascot, Mossie, is full of mischief. During their adventure, they talk about their interests, i.e. sport and music, visit a haunted house, furnish and renovate it and then discuss their travels around Australia. They also plan world

travel, camping and picnic trips, discussing modes of transport, weather, packing, and shopping requirements. The story concludes with the friends being invited to attend a farewell party before leaving.

The program can be used in the classroom as follows:

- ◆ As a self-contained program in a distant mode learning situation.
- ◆ Individualized learning.
- ◆ Small groups in multi-level classes.
- ◆ Classes with multiple entry, skill levels.
- ◆ Reinforcement for all learners in the classroom and at home.
- ◆ A motivation booster for highly computer literate learners.
- ◆ A motivation booster for students who are slower on computers.
- ◆ Self pacing is particularly good for special needs.

The program caters to the skills of reading, writing and listening: (*Example Chinese*)

To cater to the reading skill, the program ...

- ◆ uses simplified Chinese characters on screen, while the audio texts also provide hidden pinyin transcriptions;
- ◆ provides reinforcement activities for character recognition by incorporating the characters to make words and sentences;
- ◆ fosters and improves reading comprehension of character texts including letters and postcards.

To cater to the writing skill, the program ...

- ◆ introduces 100 new characters with the correct stroke order;
- ◆ gives examples of how to use these characters in phrases and sentences;
- ◆ provides a wide variety of reinforcement activities and exercises incorporating the characters to make words and sentences;
- ◆ reinforces awareness of sentence structure in Chinese.

To cater to the listening skill, the program ...

- ◆ exposes the user to native speakers from northern China, France, Japan, Germany, Italy and Indonesian.
- ◆ provides examples of the pronunciation of words and sentences in character texts;
- ◆ provides listening activities and exercises that reinforce vocabulary and language forms in the units;
- ◆ fosters and improves listening comprehension of Chinese spoken at natural speed;
- ◆ encourages the user to self-direct his/her learning;
- ◆ encourages uninhibited language learning;
- ◆ provides opportunities for problem solving and intelligent guessing;
- ◆ uses a scoring system for each activity to motivate learning and improvement;
- ◆ incorporates general knowledge;
- ◆ introduces culturally specific information through postcards, language activities, graphics,

calligraphy exercises and grammar tips;

- ◆ motivates the user to communicate;
- ◆ provides practice for the user, to learn from his/her mistakes;
- ◆ has four revision units (Units 4, 8, 13 and 16);
- ◆ introduces all functions and vocabulary in a meaningful context through the activities;
- ◆ revises and consolidates all functions encountered in each unit.

Scoring System

- ◆ The Language Market scoring values vary with each activity.
- ◆ For a correct answer, you will gain between one and 15 points. For an incorrect answer, you will lose between one and 15 points.
- ◆ Each time you click on the Spy button for a translation, you will lose five points. In some activities, you will be asked to click on and “catch” the characters. If you miss the character when you click, you will lose points.
- ◆ If you do not pass an activity, the next activity number will not appear in the drawer. Repeating the activity and raising your proficiency level will give you access to the next activity. You can also increase your score by repeating the activity.
- ◆ At the end of each activity a score board will appear.
- ◆ You can increase your accumulated score by repeating activities. Your cumulative score for all activities will appear in the box in the bottom right corner on your screen.
- ◆ If you click on the graph icon at the Main Menu, you will see a breakdown of scores obtained for all activities.
- ◆ In most units a certificate can be printed showing the score for that unit. To access the certificate the “Focus, Vocabulary and Revision” activity must be chosen, then click on certificate.

Available Languages



General

Take a fun and fascinating journey with twelve young friends as they explore another language and culture. Sakura, Chen Ping, Jono, Ghiara, Juliette and Felix help students complete hundreds of enjoyable, practical activities and puzzles in one of six languages.

The Language Market combines sight and sound to create a effective interactive teaching tool that makes learning a second language GREAT FUN!

Using The Language Market, students will learn to understand, read and speak other languages quickly and easily.

The Language Market animated characters speak with authentic accents to entertain and guide students through a series of self-paced activities undertaken individually or by following a structural and carefully sequenced process.

Stage B builds on the skills learnt through the use of Stage A or other prior language learning and is suitable for all ages and learning capabilities.

Each language is an individual program.

Key Elements

- ◆ Over 6000 spoken words per language.
- ◆ Thousands of interactive animated screens.
- ◆ Over 400 sequenced and carefully structured learning activities designed by language teachers.
- ◆ Animated characters speak authentic accents.
- ◆ Total immersion in language.
- ◆ Translation available for all spoken audio.
- ◆ Requires continued student response.
- ◆ Vocabulary banks and talking dictionary.
- ◆ Tips and hints available throughout activities.
- ◆ Progressive built in scoring disciplines to measure and control progress.
- ◆ Personalized printable score certificates.

Stage A

Early activities concentrate on single words and short strings. Stage A characters are 2 dimensional, cartoon characters making the program relevant for all ages. Vocabulary is introduced initially in a meaningful context, then approached in different activities through 3 different skill areas; listening and response, reading and response and writing.

Stage B

In Stage B the 3D characters are more sophisticated, a reward to students for having completed Stage A. Activities in Stage B develop longer texts strings and expands to include; Form, Lists of functions and Vocabulary for each unit. Units of work are based around a topic, e.g. greetings. Introductions, leisure, travel, with the grammatical explanations.

Fundamentals

- ◆ In both Stages the first activity introduces new vocabulary and functions. After initial introduction, further activities focus on reinforcing the targeted material.
- ◆ Items are introduced, practiced, and eventually called up from learner's new knowledge base by way of end of unit quizzes.
- ◆ In both Stages the first activity introduces new vocabulary and functions.

- ◆ After initial introduction, further activities focus on reinforcing the targeted material.
- ◆ Learners are rewarded each time they do an activity, so activities are learning activities rather than testing activities.
- ◆ Activity types included; arrangement, comprehension recognition, jumbled sentences, jumbled letters, matching, multiple choice, short answer etc,
- ◆ Staged deployment starting with single words and short strings leading into longer text and complete sentences.
- ◆ There is a storyline underpinning the whole development of the Stage, unifying and creating interest in what might happen next.
- ◆ The programs are multi-media based using colourful animated graphics, computer music with a catchy beat, and recordings of native speaker speech. Some photographs are also used in the culture activities.
- ◆ The learner has the opportunity to print a certificate of attainment at the end of each unit, including their score for that unit.
- ◆ The characters, funny animated scenes (mad professor who blows himself up, dog that falls down the ladder etc) and catchy music maintain the appeal and fun elements for learners.
- ◆ Each activity is scored, and learners are not permitted to advance if their score is unsatisfactory. However, it is possible to repeat activities any number of times in order to boost final score for the unit.

Summary Notes

“Maximizing classroom learning”

“The Language Market series has been designed for people of all ages and learning capabilities”.

“Learners are permitted to hear aural prompts as often as they want by pressing headphone/megaphone icons, without penalty.”

“A penalty is only given when learners revert to secret agent/magnifying glass clues translation clues.”

“Learners are permitted to repeat activities as often as they wish in order to improve progressive score tally.”

With self correcting facility and reporting, it is suitable for students working independently e.g. extension activities in the classroom.

“The Language Market combines sight and sound to bring you the best interactive language teaching tool.”

“The Language Market helps to understand, read and speak other languages quickly and easily!”

“As the program is self-paced it is ideal for independent learning as well as for small groups in multi-level classes.”