

The
real English
learning
experience.

English Edge

In today's global world, English has emerged as a link language. It is the language of commerce and industry. A good command over English has become a must for anyone who wants to communicate better with the world and succeed in this global village. A command over spoken English involves more than just a good vocabulary, it involves correct diction, stressing on the right parts and pausing at the right places. These are skills that are acquired through practice, observation and training. The only way to acquire these is through a programme that exclusively emphasises spoken English skills.

The best way to learn flawless English would obviously be from the English themselves. It's their native language and they are the only ones who can teach us the finer nuances of it. That would be the real experience of learning correct English. This is why we have worked with BBC Active, which is a division of BBC Worldwide, a commercial arm of the BBC (British Broadcasting Corporation), to make English Edge . This course combines authentic BBC news stories with specially developed learning activities to help one become proficient in English, and communicate in the language fluently, effectively and confidently.

We believe that a successful language programme does not depend on just excellent teaching. It also draws strength from the overall experience that it delivers. English Edge gives learners the opportunity to interact with experts and practise with other people in real situations, thus broadening their horizon.

Why should one pursue an English language programme?

While most learners study English at school, the fact remains that the English they learn there is not geared towards enhancing their spoken skills. The inability to speak English fluently is not evident while interacting with friends. It makes its presence felt when they need it the most: during job interviews, while making presentations to potential clients or partners, when they have to talk to native English speakers, when they are in an environment where not speaking English confidently and correctly makes them a social outcast, the list is endless.

Can one improve English by training?

The traditional method of teaching English in India emphasises only grammar, memorising words and translations etc. It does not foster effective speaking skills. To speak English fluently, learners need a specially designed course, coupled with effective methodology, that not only teaches the learners to speak correctly but also focuses on improving their diction and accent.



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Presenting English Edge

English Edge is a unique English learning programme that will help one speak English, confidently. English Edge is brought to you by LIOVID, a trusted e-learning solutions company, and BBC Active. English Edge offers the best, in terms of content, teaching expertise and methodology. The programme gives learners an edge over others in the following ways:

1) **The Expert Edge:** English Edge draws its strength from BBC Active's expertise in creating innovative English Language Teaching programmes for people across the globe. BBC Active is recognised as a valued, trusted and authoritative brand in many significant English Language Teaching markets. English Edge also has a strong resonance of language standards and excellence and takes into account the Indian vernacular style of talking, accent, proficiency levels and learning patterns.

2) **The Teaching Edge:** At English Edge we cover all the vital components that will help learners speak better English. The course instructors are well-trained in the nuances of the language and provide individual attention to iron out flaws. English Edge is a course that teaches practical English, unlike courses that focus only on language rules and facts. With English Edge, learners will be able to put their knowledge to use in the real world.



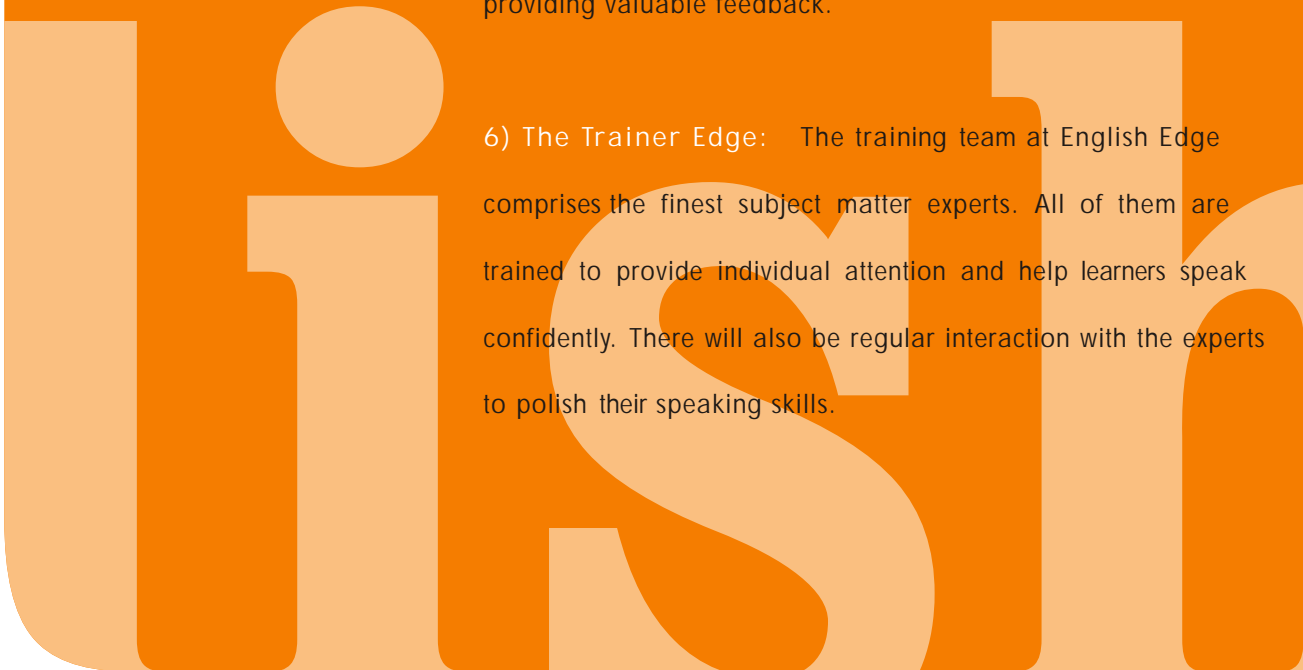
3) **Freedom Edge:** The course is a blend of self-learning and classroom sessions. This gives learners the freedom to learn at their own pace. They also have access to unique, well-researched learning material.



4) **The Global Speaker Edge:** English Edge will teach learners to speak English with a neutral accent that can be understood by all native English speakers. Furthermore, the use of real scenarios will teach them to speak English as it is spoken globally.

5) **The Technology Edge:** English Edge provides learners with a rich multimedia learning experience, using audio and video clips during classes. This makes learning exciting. The multimedia component analyses and rates one's progress, providing valuable feedback.

6) **The Trainer Edge:** The training team at English Edge comprises the finest subject matter experts. All of them are trained to provide individual attention and help learners speak confidently. There will also be regular interaction with the experts to polish their speaking skills.



Course Content

The focus areas of English Edge are:

- **Speech Sounds:** Improve the clarity of speech by teaching the correct sounds of vowels, consonants and the 'schwa'.
- **Pronunciation:** Learn to speak with the correct intonation and word stress to make yourself understood.
- **Indianism:** Many Indians have difficulties speaking correct English because of the use of Indianisms - English terms that are used primarily in India but not understood globally.
- **Listening:** When learners are not conversant in a language, it is hard to follow what is being said. English Edge helps them understand the spoken English better, significantly improving their own listening skills.
- **Grammar:** Incorrect use of grammar can lead to misunderstandings. Learn to identify and correct common grammatical errors in conversational English.
- **Speech Fluency and Idea Formation:** English Edge teaches students to modulate their rate of speech and to express their ideas in a clear and coherent manner.

Methodology

- English Edge is based on a unique, blended learning format. It features an optimal combination of self-guided computer based training with instructor-led classroom sessions.
- Emphasis on practical English for real world use.
- Format allows one to learn at one's own pace.
- Content enriched with several multimedia elements including audio, video records and compare features.
- Interactive classroom sessions.
- Expert guidance and personal counselling by highly qualified instructors.
- Computer-based practice activities for the students to perfect their English.

Evaluation

- Computer assisted assessments to track progress.
- Real-time performance engine that generates individual reports and evaluations.
- Expert instructors provide feedback and language counselling to each student.

English Edge is an exciting new way to learn English. It is designed to give learners the best grounding in the finer nuances of the language. The programme, through its innovative teaching methodology, makes them aware of language use and application. English Edge contains content from BBC Active. It takes into account the Indian style of talking, accent, proficiency levels and learning patterns. Thus enabling learners to communicate in a wide variety of situations. So, go ahead and enjoy the English Edge learning experience!





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