# English Central Learn English with the World's Best Videos

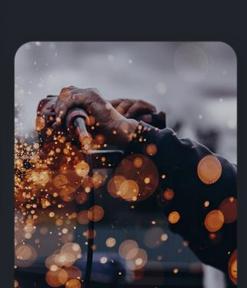


# EC Introduction



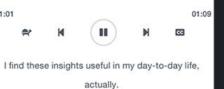














My name is Dr. Karen Shane, I am a veterinaria



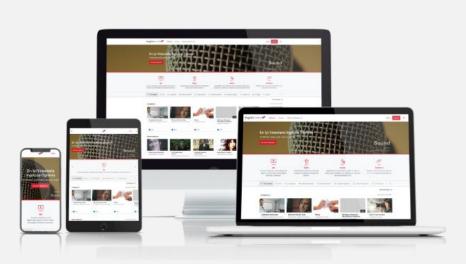


# EnglishCentral 🧢

- English e-learning platform > 5 million users
- . Improve student's English skills through interactive videos

#### (Listening, Speaking, Pronunciation and Vocabulary)

- Flexible learning and teaching (Mobile Access)
- . Three Principles key of EC
  - 1) Motivating Content
  - 2) Comprehensible Input
  - 3) Context-Based Learning



### Why EnglishCentral?

#### 1) Efficient learning

- 20,000+ engaging interactive videos to speak and watch
- Pronunciation learning and Vocabulary building
- Comprehension Quizzes and Assessment

#### 2) Individualized study plan

- Teacher set goals and track student progress
- Student choose videos according to interest and level

#### 3) Immediate feedback

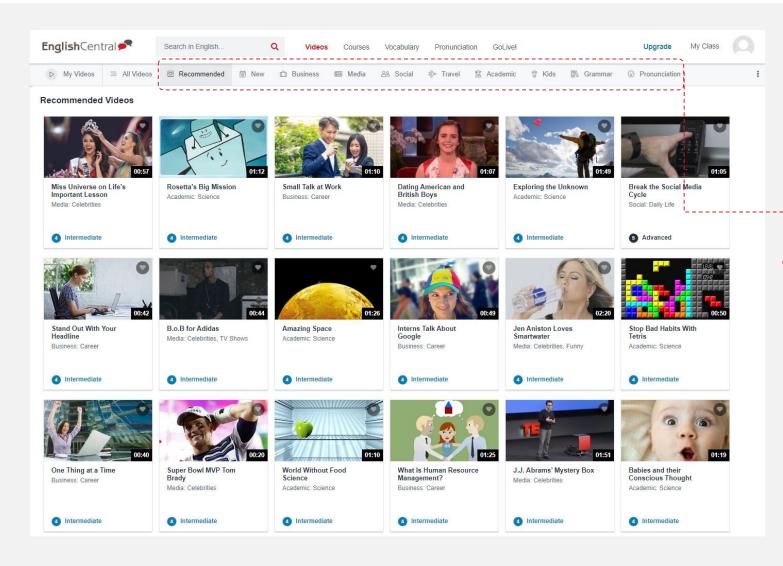
Instant personalized feedback on pronunciation and fluency





## Video Library





- 20,000+ video lessons covering7 levels
- In-context vocabulary learning with 200,000+ definitions
- Topics
  - Business
  - Media
  - Travel
  - Social
  - Academic
  - Grammar
  - Pronunciation
  - Useful expressions

#### Courses

#### 100+ courses

English **Fundamentals** 

> 23 courses with 120+ videos

- Grammar



18 courses with 500+ videos

Test **Preparation** 

> 8 courses with 120+ videos

**Business** English

> 13 courses with 500+ videos

**Industry** Specific

23 courses with 700+ videos

- Pronunciation

- Daily Life
- · Media & Celebrities
- Global Issues & News
- Travel

- TOEFL
- TOEIC

- Business
- Communication
- Business Management
- Job Interview
- Leadership
- Presentation Skills

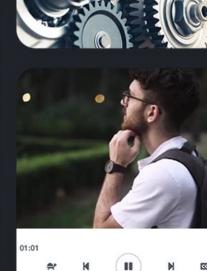
- Energy
- Engineering
- Healthcare
- Hospitality
- Law
- Military



# EC Key Features



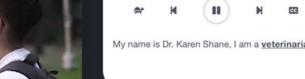




I find these insights useful in my day-to-day life, actually.







00:12

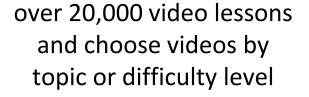
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## A new way of learning English online







tagged with in-context definitions



Each video has been semantically Get instant feedback on learner's pronunciation and



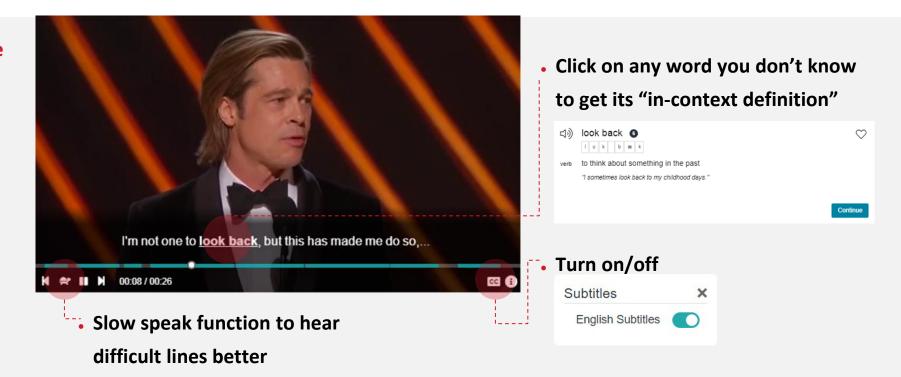


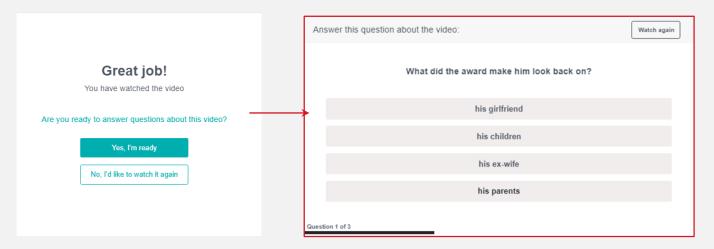


### 1<sup>st</sup> Step: Watch the video **D**

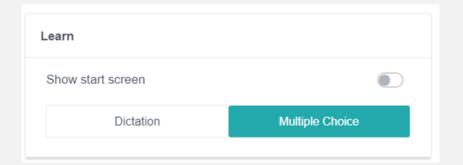


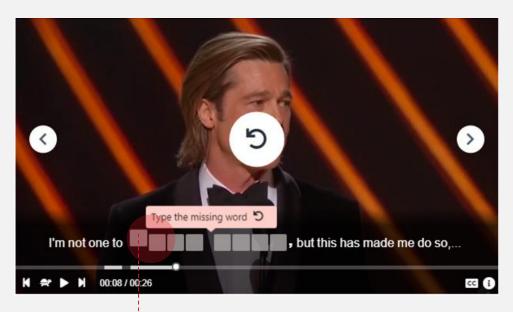
Choose what you like to watch from a library



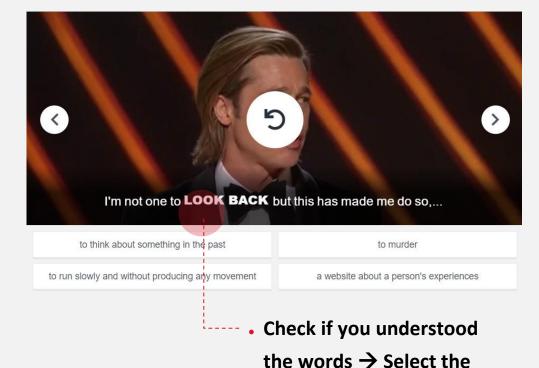


## 2<sup>nd</sup> Step: Learn the words





 Practice listening by typing in the missing words

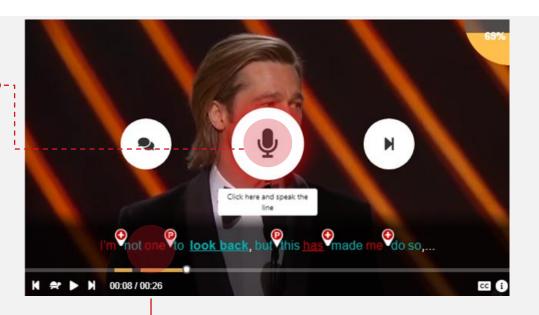


correct definition



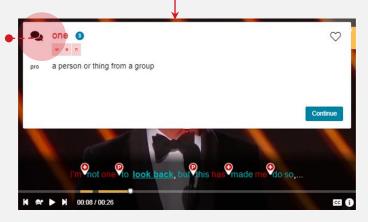
## Final Step: Speak the lines 🖏

Speak and get instant feedback (AI system) on pronunciation and fluency.



- Get a speaking score for every line spoken
- Overall grade based on your performance

Click on words you didn't ◆ pronounce well



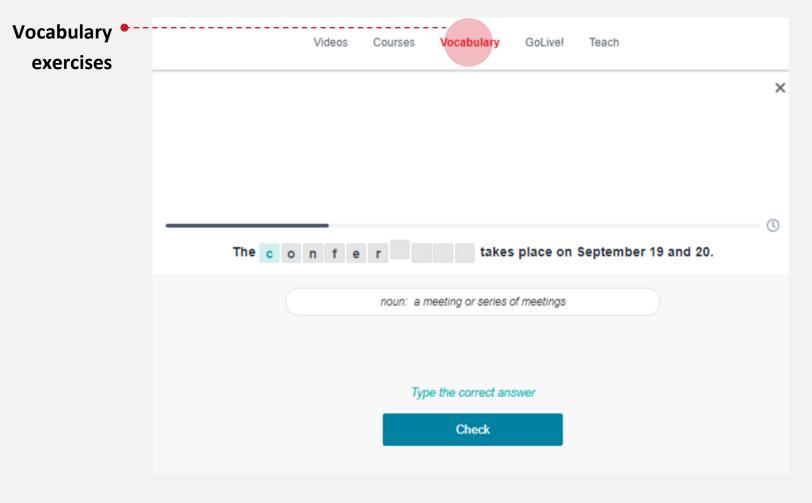


You spoke 2 lines, so you earned 20 points. Overall grade: A

1'm a bit gobsmacked.

I'm not one to look back, but this has made me do so,...

# Vocabulary Builder



- Choice of different types of oral or written exercises
- Selected words or words from a list can be added to a vocabulary exercise
- Additional word lists can be added according to learner's goals e.g. business vocab,

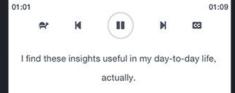
# How do the schools use it?



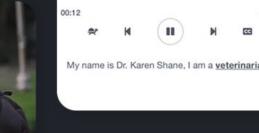
















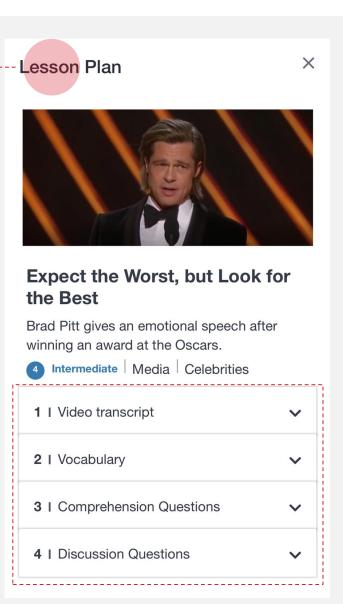
### **English Lesson**

#### . Every video provides a clear lesson plan :

- 1) Transcript of the video
- 2) Key vocabulary
- 3) Comprehension questions
- 4) Questions for discussion

#### . It can help teacher:

- Match with text book topics
- Use question for discussion
- Teach more new vocab





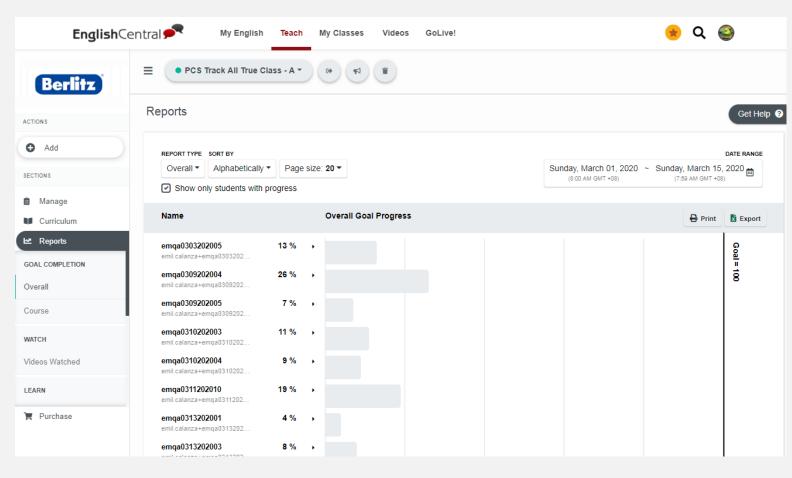
#### **Set Clear learning Goals**

- . Teacher can set a clear learning goals for students
- Motivate Student to achieve



- 1) Weekly or monthly goals
- 2) Add courses and videos
- 3) Assign tests to the class

#### **Progress and Performance**



 Teachers can monitor the activities and progress of all students

- Report with clear data about student achievement
- All reporting data can be exported into an Excel file

# Self-Learning (Student)

#### . Interactive Feed:

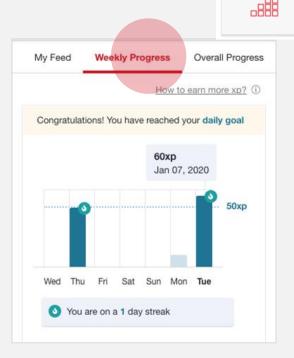
- Recommend Videos based on student's level, learning objectives and

#### interests

- Additional vocabulary exercise

#### . Learning Progress:

- Students can define daily objectives
- Know their overall progress



My Feed

Media English

Vocabulary Builder

3% Complete

Intermediate



