



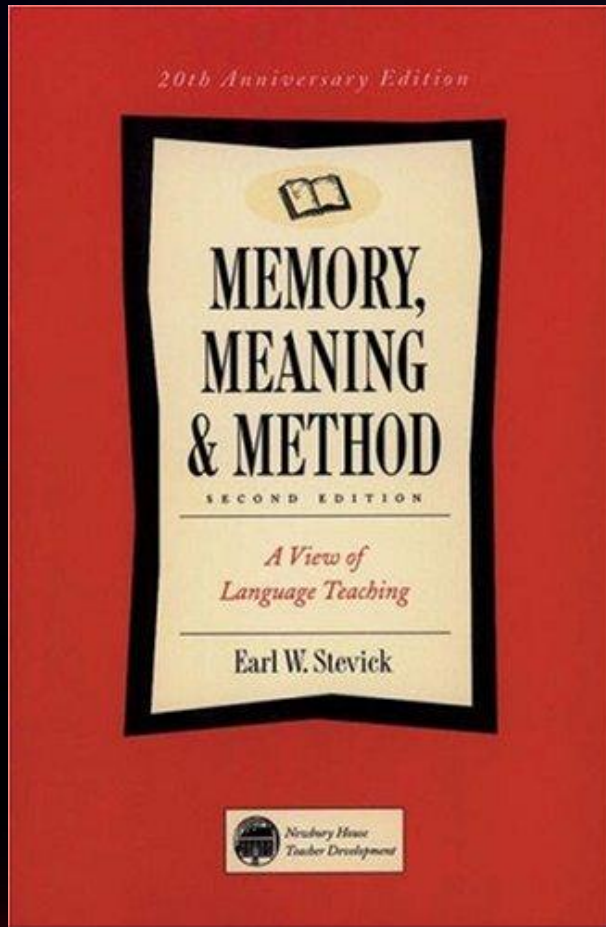
Spontaneity vs Considered/controlled output

*“I’ve given it a lot of thought
and I’ve decided I’m going to
be more spontaneous”*

Stop and think

- Comprehension vs production
- Demanding material
- Critical and creative thinking

Comprehension and production



“I regret to find a method ignoring the primacy of comprehension over production, both in its time of development and in its scope.” *Earl Stevick*

Materials that demand more

“I have to ask myself: are my students being under-challenged by me, my methodology and materials, my expectations of them? Would my students learn more if I demanded more of them? And if so, what is the right kind of "more" to demand?”

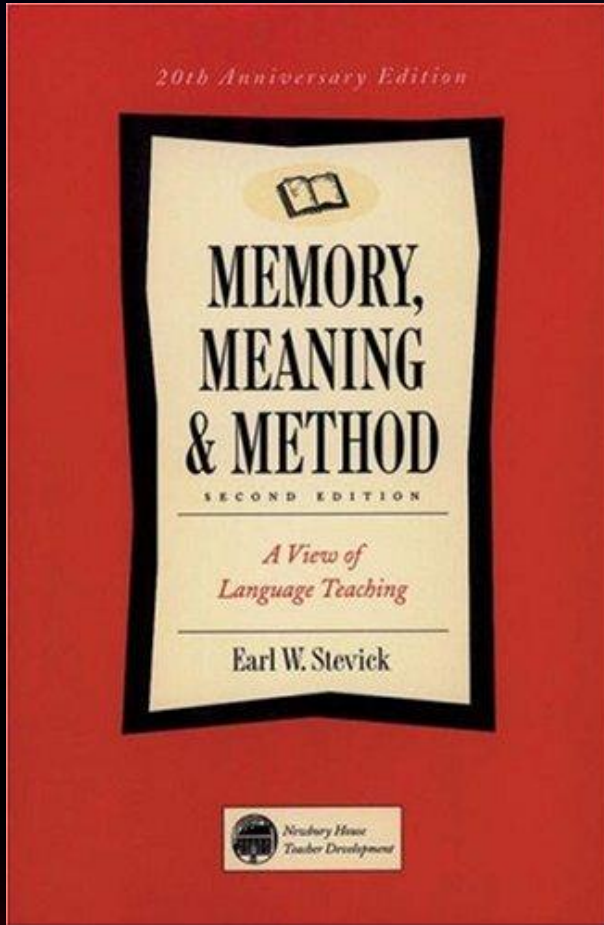
Jim Scrivener (2012)

Critical and creative thinking

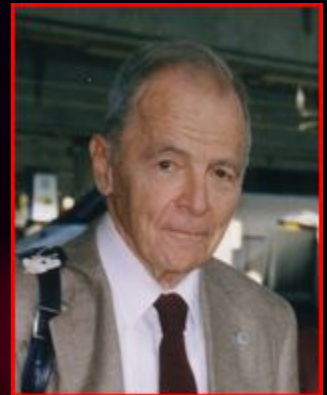
“Producing critical and creative language learners is by no means an easy task, but it can be achieved by the ‘pedagogy of question’ where learners pose the questions [rather than] the pedagogy of answers, whereby teachers provide the solutions.”

Kabilan 2000/06

Engagement and enjoyment



“I hope to find the students comfortable and relaxed, even in the midst of intense intellectual activity or vigorous argument.”





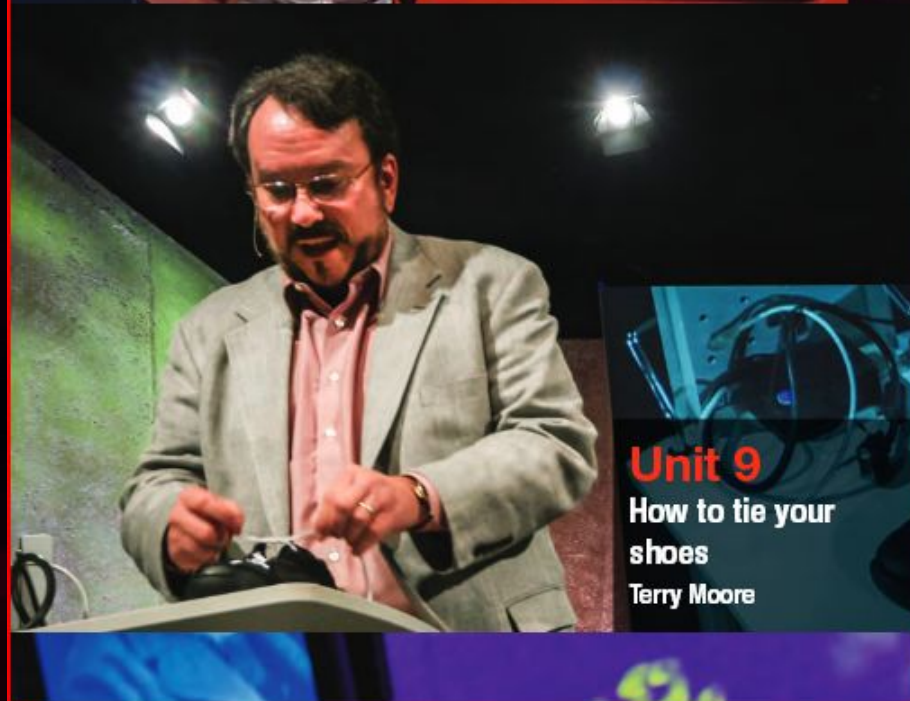
Unit 7

What I've learned from
my autistic brothers
Faith Jegede



Unit 8

A skateboard, with
a boost
Sanjay Dastoor



Unit 9

How to tie your
shoes
Terry Moore



Unit 10

How we can eat
our landscapes
Pam Warhurst

Think about the idea



How to tie your shoes *Terry Moore*

Apply the idea

What effective ideas have you picked up or adopted from other people, other places or other cultures?

(e.g. ways to dress, ways to cook, effective working habits, ways to save money or time, tricks with technology, ways to remember things)

Thinking about how the language works

3a



53

Look at the Authentic listening skills box. Listen to these sentences from the TED Talk said at two speeds – slow and then fast. Notice how the word boundaries merge.

- 1 I'm used to thinking of the TED audience ...
- 2 some of the most effective ...
- 3 As it turns out, ...
- 4 We are going to do this one more time.

Critical thinking

Viewers' comments

P

Pavel – In my opinion, the speaker is trying to show us the importance of doing the basic things right before we try to do more complicated things.



C

Cherry – He is telling us that it is never too late to learn from other people if we are open-minded. He was 50 when he learned this!



W

Werner – The message is simple: there is no single correct way to do a task.



Assimilation

- Jaeyon Kwon

- I think he showed the right example of his last statement: sometimes a small advantage someplace in life can yield tremendous results someplace else.

Reflection and production

Getting the basics right

GETTING the BASICS RIGHT

You sell a range of simple kitchen tools: lemon squeezers, potato peelers, salad spinners. The designs are attractive, the tools are different enough to get people's interest and the prices are very competitive. But they're not selling and you want to know why. So you hire a consultant. Two weeks later she comes back to you with some shocking news.

She went online to buy a lemon squeezer. It said 'item in stock', so she put it in her basket. But when she got to the checkout it said 'item out of stock'. She telephoned customer services. They said the item was in stock and they would fix the problem immediately. 'Great,' she said, 'and could you send me a catalogue in the post, please?' 'Sure!' was the answer. A week later she tried to buy the lemon squeezer online again. Same problem. And the catalogue? It still hadn't arrived.

Does this story sound familiar? I think we have all had experiences like this: where a company can't seem to get even the most basic things right. Why does this happen? Too often in companies, the brain of the business (the management who create the strategy)

Recent research by management consultancy firm Oliver Wyman, in the USA, found that if you improve the consistency of the customer experience, the result will be an increase in sales of ten per cent or more.

Companies like Starbucks understand this very well. A busy commuter who decides to stop at Starbucks on their way to work does not want to risk having a bad experience. So Starbucks train their staff very carefully in the values and practices of the company before they put them to work. Companies have to be very disciplined if they want to get the details right. They need to have clear and simple goals and they need to empower front-line managers to make sure that these are achieved.

catalogue (n) a list of the products or services that a company offers

consistent (adj) done in the same way each time

implement (v) put into practice



Question

What are the most basic or simple things that you or your organisation needs to get right to offer a good service?

Challenging but fun

What are the benefits of learning another language?



BENEFITS OF LEARNING A LANGUAGE

TRAVEL

The number of international students is increasing every year by **12%**



BENEFITS OF SPEAKING THE LANGUAGE IN A FOREIGN COUNTRY



FEEL SAFE



ORDER FOOD



GET A JOB



MAKE FRIENDS

INTELLIGENCE

BENEFITS TO THE BRAIN

BETTER MEMORY

CAN MULTI-TASK

LONGER ATTENTION SPAN

WORK

Over 30% of companies want people with good language skills



Multilingual employees with foreign languages **earn 2-4% more** than monolingual employees

2-4%
MORE

LOVE

270 British dating agencies say **PEOPLE WHO SPEAK A FOREIGN LANGUAGE ARE MORE ATTRACTIVE**



Students who **study languages** for at least **four years** do better at school than their classmates



Exploring language

ZERO AND FIRST CONDITIONAL

Zero conditional

- 1 *If people speak the local language, they make friends more easily.*
- 2 *When you learn a language, it helps your brain.*

First conditional

- 3 *If I learn to speak English, I'll be able to travel around America more easily.*
- 4 *Unless you speak English, you will find it difficult to get a job with a multinational company.*

Stop and think



Stop and think

