



English Discoveries Online

ED Offline Product Overview

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Overview

English Discoveries Online (EDO) is a complete, computer-assisted, English learning service. Covering all business aspects and educational elements, *English Discoveries Online* addresses both the corporate and Institutional markets.

By addressing a wide variety of participants in the English learning market, **EDO** offers a highly customized and individualized system that maximizes both the learning effectiveness and business advancement prospects of its users:

- **Student Services – Individualized for each student’s needs:**
 - Online English Courses - The course consists of *First Discoveries* which is designed for those without any previous knowledge of English. After *First Discoveries* there are 3 main levels: Basic, Intermediate and Advanced, each consisting of 3 sub-levels. The system also provides tailor-made content
 - Local Media Path allows students to experience multimedia components as if they had a full broadband connection
 - Right-Click Dictionary
 - Localized Instructions
 - First Access Features checks, downloads and installs components and software
 - Flash Player provides fast and superior performance and is compatible with all browsers
 - Academic Reading Course material to prepare the student for standardized exams
 - Online Exit Test can be accessed easily online and displays the score immediately
 - A Community Site with constantly updated content
 - Live Teacher Support*
 - Workbooks
- **Teacher Services – Integrated with local pedagogical requirements:**
 - A comprehensive Internet/Intranet Teacher Management System (TMS)
 - Comprehensive Integration Tools (Teacher’s Guide, Correlation Tables, Custom Course Builder, Integration Tables etc.)
 - Component Test Controls allows the teacher to control the number of times a student is able to take the component tests
 - Placement Test Report displays student results clearly for the teacher to view and organize efficiently
 - Exact Component Test Errors allows the teacher to pinpoint strengths and weaknesses of each student accurately
 - End of Course Matrix combines student scores from the program and class work which allows teachers to manage grades effectively
 - Teacher Training Programs*

* Services given by the distributor according to ETS Global guidelines and know-how.

- **Distributor Services - Customized for local market needs:**

- Business Guidance
- Post-sales Support
- Pedagogical Support
- System Management Tools

EDO is available both as an Internet and an Intranet product:

- **Online installation** - Complete online delivered courses with an online management system, adjustable to support modem speeds from 28.8k up to ADSL broadband connections.
- **Intranet installation** - An intranet installation of the online product.

Highlights

- Over **900** learning **hours**
- Over **20,000** vocabulary **words covered**
- In line with the **latest pedagogical approaches**
- **Topic-based** units for language learning in context
- Fully **customized learning paths**
- Fully **customized look and feel** for each distributor or target audience
- Sophisticated Internet/Intranet **Teacher Management System**
- Constantly **updated Community Site**
- **Captivating multimedia** using the latest technologies - java, flash, streaming video and speech recognition!
- **All language skills** covered - Reading, Listening, Writing, Speaking, and Grammar
- **Native language support** including an online dictionary with sound
- Familiarizes students with a range of cultures and raises their **intercultural awareness**
- Web literacy skills **through English learning**
- **Home access** service for offline installations
- Compatibility with **SCORM** standards - supports standard LMS systems
- **Study Planner**
- **Communication Tools**

Student Services

Course Description

Each course is comprised of approximately 8 topic-based units. Each unit covers the following learning areas: listening, reading, speaking, grammar, and web literacy.

Within each learning area there are a range of online tools designed to provide students with the pedagogical support needed to effectively and independently work in that learning area - for example, the audio version of written texts, translation, dictionary, visual aids, etc.

Each unit opens with an introductory screen that provides background and an introduction to the topic. This serves to activate the student's previous knowledge of the topic and to increase motivation and expectations regarding the unit. Following the introductory screen the student chooses a learning area from the unit menu.

Listening

The Listening section is designed to enhance students' comprehension of aural input through exposure to a variety of listening segments (video clips, television shows, radio programs, voice mail messages, etc.).

The screenshot displays a web application interface for a listening exercise. At the top, a navigation bar includes links for Home, My Courses, Community, My Profile, Support, and Log Out. Below this, a breadcrumb trail reads 'My Courses >> Intermediate 2 >> Helping Out'. The main content area is titled 'Neighbors' and features a video player showing a scene with two men. To the left of the video, there are interactive options: 'See Script', 'Hear Part', 'See Translation', 'Record Yourself', and 'See Text'. Below the video player, a subtitle box shows a dialogue: 'Rene: My name is Rene. Rene Angenieux.', 'Eric: Welcome to the neighborhood.', and 'Rene: Thank you.'. On the right side of the interface, a sidebar contains various utility links such as Dictionary, You! Who?, Grammar Book, Help, My Progress, and Downloads.

Reading

The Reading section is designed to expose students to different text types (stories, advertisements, letters, postcards and articles) with specific emphasis on reading strategies: guessing words from context, identifying main idea, key words, etc.

The screenshot shows the 'My Courses' page with the path 'My Courses > Basic 2 > A Bad Day'. The 'Explore' tab is selected. The main content area displays a letter titled 'Grumble's Department Store'. On the left, there is a sidebar with options: 'Hear All', 'Hear Part', 'See Translation', 'Main Idea', 'Key Words', 'Reference Words', and 'Print'. The letter text reads: 'Dear Susan, Hi! I have a summer job at Grumble's Department Store. I work on the fifth floor, in the women's clothing department. The store is always crowded with a lot of customers. I have to smile and say: "Can I help you?" I really want to say: "Go home!" I usually have to stand all day, and I don't have any breaks. I need a vacation! Tammy'. To the right of the letter is a postcard of the Golden Gate Bridge with the address: 'Susan Dunham, 352 Market Ave., San Francisco, CA 10028'. The right sidebar contains links to 'Dictionary', 'You! Who?', 'Grammar Book', 'Help', 'My Progress', and 'Downloads'.

Both the *Listening* and the *Reading* sections are divided into three different working modes:

- *Explore* – presents the content.
- *Practice* – reinforces the content via a range of interactive exercises.
- *Test* – tests students' mastery of the new content.

Speaking

The Speaking section consists of real-life dialogues set in everyday situations, with an emphasis on functional language for daily use.

The screenshot shows the 'My Courses' page with the path 'My Courses > Basic 2 > Sports'. The 'Practice 1' tab is selected. The main content area displays a dialogue titled 'Let's Go Swimming'. On the left, there is a sidebar with options: 'See Script', 'Hear Part', 'See Translation', 'Record Yourself', and 'See Text'. The dialogue text reads: 'Let's go to the mall this afternoon.' Below the dialogue is a recording interface with a microphone icon, a waveform, and a play button. The right sidebar contains links to 'Dictionary', 'You! Who?', 'Grammar Book', 'Help', 'My Progress', and 'Downloads'.

Each speaking activity is divided into:

- *Explore* – presents the dialogue in animated form.
- *Practice* – in which the student takes part in the dialogue by role-playing the part of one of the characters. This can be done either by using **speech recognition technology** or by record and playback.

Grammar

The Grammar section is designed to introduce the grammatical structures in context and provide practice in them. Animated, humorous examples illustrate the use of the grammatical structures and facilitate their acquisition.

The screenshot displays a web application interface for the Grammar section. At the top, there is a navigation bar with links: Home, My Courses, Community, My Profile, Support, and Log Out. Below this, a breadcrumb trail reads: My Courses > Basic 2 > Family Life. The main content area is titled 'Tag Questions' and features three tabs: Explore, Practice, and Test. On the left, there is a photo of a man and a woman. In the center, an animated dialogue is shown between two characters. The first character says, 'You cut your own hair, **don't you?**'. The second character responds, 'Yes, I do. It looks nice, **doesn't it?**'. To the right of the dialogue, there is a sidebar with various links: Dictionary, GO, settings, You! Who?, Grammar Book, Help, My Progress, and Downloads.

Each grammatical topic consists of:


- *Explore* – introduces the structure and provides a detailed explanation of it.
- *Practice* – provides exercises for the consolidation of the structure taught
- *Test* - tests students' mastery of the new structure.

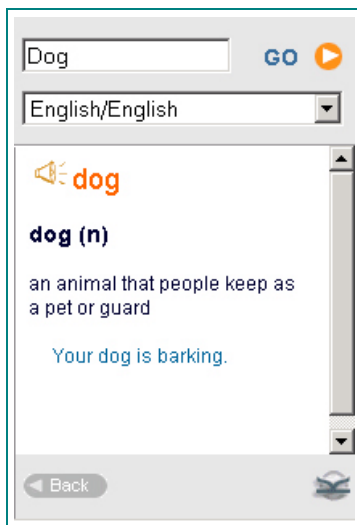
Support Tools

The course is accompanied by a number of support tools, which include:

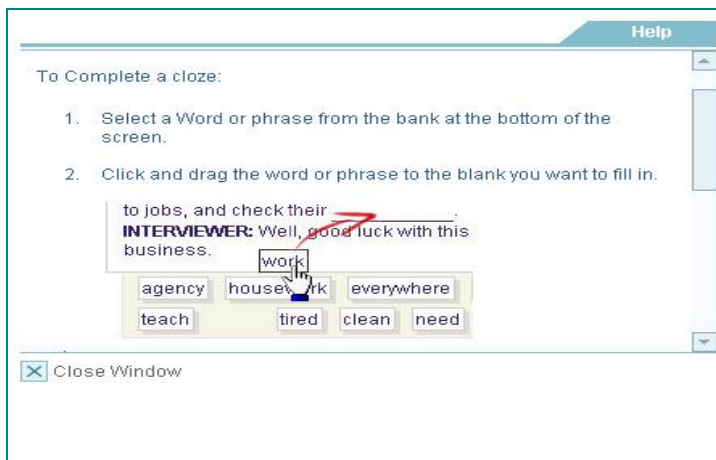
- Bilingual, audio learners dictionary
- Online help
- Study Planner
- Student's progress record
- Native language support (user-determined)

The **bilingual audio learners' dictionary** is available at all times in the side bar of your browser window. In the dictionary you can:

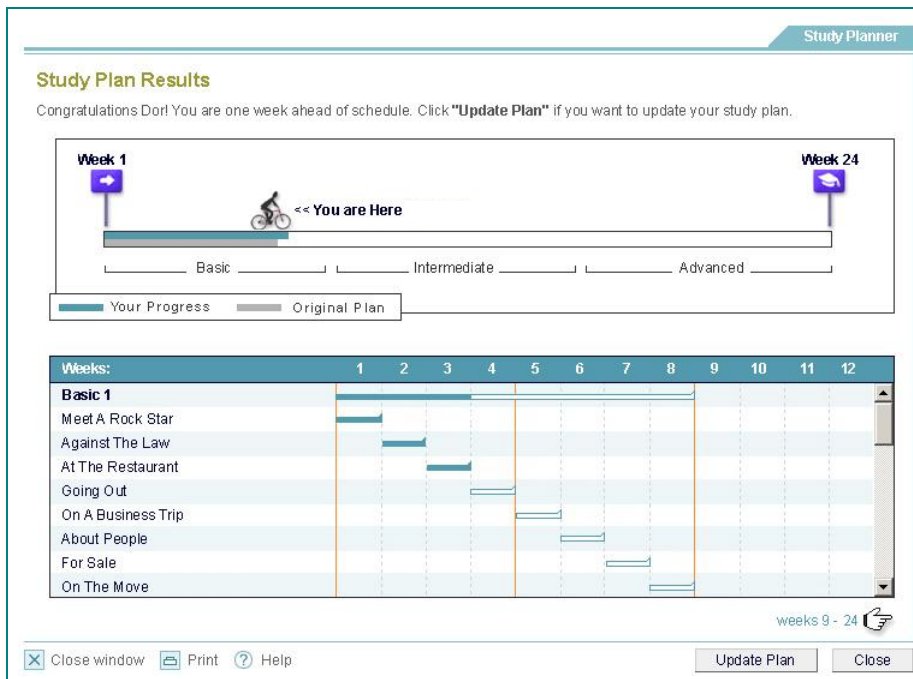
- Enter a word to look up.
- Select the language for translation.
- Click the speaker button  to hear how the word is pronounced.
- View the word's part of speech, translation and definition.



Online help screens are context-sensitive. When you click on help in the side bar, a window pops up providing instructions and explanations for the part of the program you are currently in.



The **Study Planner** allows the student to set study goals and plan his study time accordingly. A graphical summary of the student's progress is also included.



The **Students Progress Record** gives the student a detailed report of the course units completed. The student's test scores are shown for each course component.

Unit Report					Component Report
st5, You have completed 0% of First Discoveries. The passing grade is 30. This course ends on 09/09/2010.					First Discoveries
Unit	Completion	Test Scores	Comments	Class Completion	
+ Introduction	<input type="text"/>			<input type="text"/>	
+ Unit 1 - About Me	<input type="text"/>			<div><div></div></div>	
+ Unit 2 - Supermarket Shopping	<input type="text"/>			<input type="text"/>	
+ Unit 3 - My Day	<input type="text"/>			<div><div></div></div>	
+ Unit 4 - At the Doctor	<input type="text"/>			<input type="text"/>	
+ Unit 5 - Shopping for Clothes	<input type="text"/>			<input type="text"/>	
+ Unit 6 - A Place to Live	<input type="text"/>			<input type="text"/>	
+ Unit 7 - Going Out	<input type="text"/>			<input type="text"/>	
+ Review and Test	<input type="text"/>			<div><div></div></div>	

Close Window Print Help

The degree of **Native language** support can be set by the student - from English only, to a complete native language interface.

Worksheets

The **EDO** worksheets consist of activities that are concurrent with the latest task-based, communicative pedagogical approaches. The focus is on language use in context for communicative purposes. The content of the worksheets is of a high interest level to the users with emphasis on real-life situations. The tasks presented are both challenging and motivating.


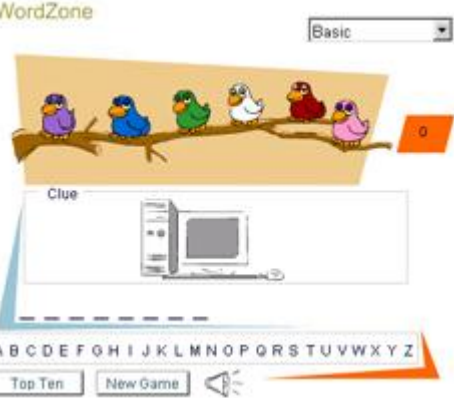
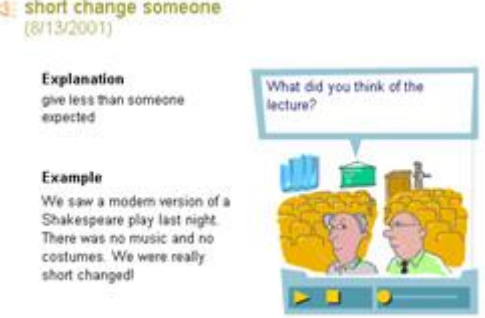

The activities are directly connected to the content of the online unit components but are not repetitive. Writing activities are included as a follow up to reading, listening or speaking components in the units. Speaking tasks (role play, presentations, etc.) as well as grammatical follow-ups are also included. Grammatical tasks are presented as part of communicative activities where the use of the structure or form is integral to the tasks.

Community Site

The **EDO** community site is an exclusive website on which over millions of learners worldwide meet and discover a range of exciting and attractively designed online activities, appropriate to their level of English. The website includes the following features:

- Up-to-date English learning content and activities
- A presence detector and instant messaging system (similar to ICQ, but does not require any downloading) as a basis for communicative activities
- Chats and Forums
- Online Magazine
- English learning games
- Online "Web Pals" mailing system
- Web Literacy section including site reviews and web-oriented activities
- Introduction of Idioms in context, complete with animation and sound.

This site is constantly updated, giving the user ongoing extracurricular activities and exciting new features.

Online Mailing System	Games
	
Idioms	Online Chat System
	

Placement Test

The ED Offline English language Placement Test is designed to place students at the appropriate level of the ED Offline courses and CD products.

The test is comprised of 3 sections: *Reading*, *Listening* and *Grammar*

Reading - Tests users' reading comprehension skills.

Users are presented with a text (story, article, etc.) followed by various types of questions such as: multiple-choice, fill in the gap, drag and drop, etc.

Listening - Tests users' listening comprehension skills.

Users are presented with a video clip, a voice mail message or a radio program and then have to answer the questions that follow.

Grammar – Tests users' knowledge of English grammar.

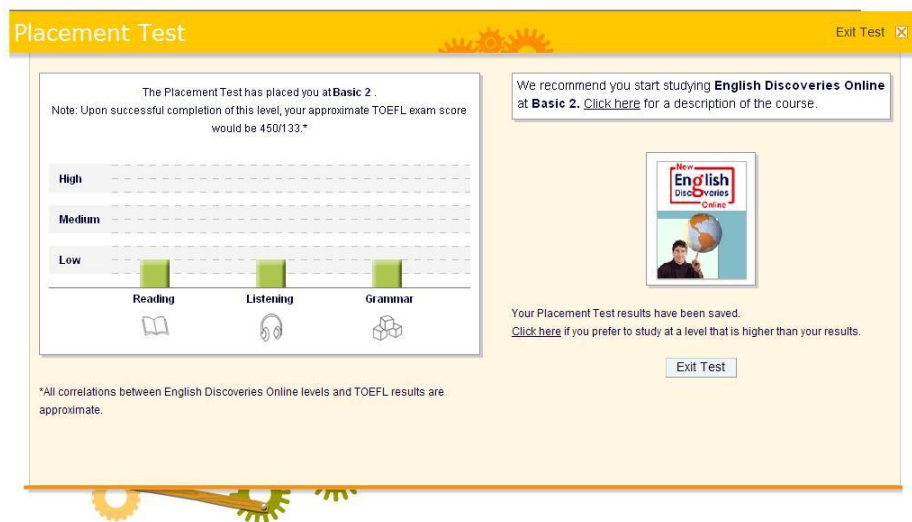
The test is 40 minutes long. To shorten the evaluation process, users may choose to begin the test at the level that they think they are currently at (Basic, Intermediate or Advanced).

The results are analyzed by the system and presented in the form of a histogram including a score (in percentage) for each section, along with a recommended starting level (one of 9 levels: Basic 1-3, Intermediate 1-3 and Advanced 1-3).

The test offers users a choice between a localized version and an English-only version. The localized features are the help and instructions. In addition, the user may indicate, at the end

of the test that he wishes to be assigned to a different starting level than that of the placement test result.

Test scores and user assignment preferences are saved in the Teacher Management System and can be used for assignment reference.



Teacher Services

Pedagogical Overview

With the rapid and increasing growth of technology-based learning, the challenge for language professionals today is how to best equip learners of English with the tools for dealing with English in the information era.

In addition to focusing on the traditional language skills and communicative and socio-linguistic competencies, we also have a responsibility to help users acquire new language and literacy skills for effective use of information technology.

EDO is ETS Global's answer to this challenge. **EDO** consists of English learning courses, a range of enrichment and community activities for the learner, and a special "teacher's corner" for teachers equipped with management tools and resources to enable them to best integrate and adapt the EDO computer-based materials to their own classroom style.

All the components of **EDO** utilize the latest technologies to motivate the learner, provide support and facilitate the learning process. We provide a range of features and options that allow each learner to create an environment that best suits his or her individual preferences, needs, learning style and strategies.

The **EDO** course consists of topic-based units that cover the areas of reading, speaking, listening, and grammar. In keeping with current second language acquisition theory and practice, the course aims to develop learners' communicative language ability. Learners are exposed to a wide range of materials - from reading texts in a variety of authentic genres, to speaking and listening passages that reflect realistic language situations. The activities in the course focus on developing linguistic skills, information processing and communicative competencies in a contextualized environment.

A topic-based course helps learners develop a body of linguistic and general knowledge that utilizes, complements and enhances their own world knowledge. Topic-based learning allows for systematic re-entry and reinforcement of vocabulary, concepts and language. It also facilitates the successful integration of computerized learning into the class. EFL/ESL curriculum practitioners and researchers have found this to be a crucial element in the success of computerized materials and courses.

Each unit in the course contains an Internet section in which the learner is sent to authentic websites connected to the topic of the unit. The websites have been carefully selected to match the learner's ability level in English. Students learn the crucial skills of finding information on a website, interpreting it and using it to complete activities. Each activity is accompanied by learning tips in simple English that provide guidance in selecting, processing and analyzing the information on the site. Online reading and research skills in English, such as the ones in the **EDO** course, have been earmarked by experts as the keys to enabling learners not only "to surf the web" but also "to make waves." (Shneiderman, 1997)

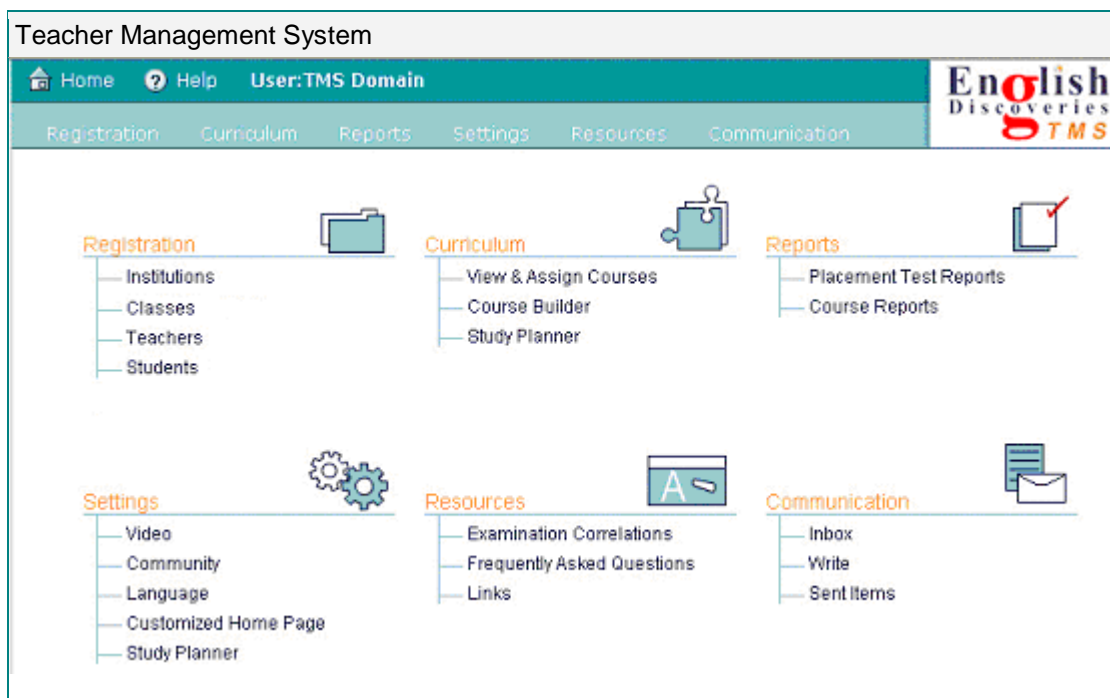
Reading, finding and processing information is one important part of the Internet picture. Communities of users meeting and interacting via the Internet complete the whole picture. There are massive numbers of people online: native and non-native speakers who are using English as their language of communication. **EDO** has taken this into account and has harnessed the communicative-community element of the Internet to its learning platform.

Through multi-user games and activities, a web-pals section, web publishing and more, we provide a safe, familiar environment in which learners can interact and communicate with their peers in English. The community activities create situations in which users communicate in real English for real purposes. This type of activity familiarizes learners with the type of language, genres, discourse and behavior they will meet in online communities outside of the learning situation.

Other features on the site aim at providing integrated enrichment activities beyond the material covered in the course. The focus in all sections is on using English as a means and not as an end.

Teacher Management System

- Easy student registration process with import capabilities
- Comprehensive reporting system
- Enables teachers to design individualized learning paths for their students
- An Internet/Intranet based communication system between teachers and students
- Customization of community features
- A comprehensive authoring tool for the creation of customized learning paths
- Easy to use license control (for product distributors only)
- Customized Home Pages for each institution



Integration Tools

EDO comes with a comprehensive set of integration tools. This enables **EDO** teachers to take the product beyond the self-access learning mode and turn it into a completely integrated solution. To ease this crucial task *EDO* offers a series of tools that enable the integration of the product into local curricula including:

- A comprehensive **Teacher's Guide** with full product scope and sequence, operational instructions, pedagogical guidelines, sample lesson plans, sample projects and more.
- **Pedagogical Implementation Models** – A complete “how to” manual directed towards **EDO** teachers.
- **Integration Tables** – A map into the product's contents, for teachers who wish to correlate local textbooks with the learning materials included in the product.
- **Correlation Tables** – Correlating the product to international standards (like TOEFL and TOEIC, [see appendix C](#)).
- **Custom Course Builder** - This easy-to-use tool, enables each teacher to create a tailor-made course composed of **EDO** content resources.

Course Builder

New

Open

Save

Delete

Up

Down

Search

Print

Course Builder

Click "New Unit" or "New Component" to create or modify a learning path. Click "Save" to save your changes.

My Course

Food

Basic 1

Reading

New Mexican Restaurant

Basic 1

Listening

Food

Basic 2

Speaking

Piece Of Cake

Search >> food food

New Search

Close

Enter the topic you want to search for in the text box or select a keyword. To refine your search, select a level and type of component. Click "Find" to start the search.

Level	Component	Title
Intermediate 1	Speaking	Sorry I'm Late
Intermediate 1	Speaking	Big Storm
Basic 1	Listening	Radio : Food
Basic 1	Reading	New Mexican Restaurant
Basic 1	Speaking	Delicious Salads

Teacher Training Program

The **EDO** introductory training course is a five-day seminar introducing the product and the teaching aspects related to implementing the program in various educational scenarios. The course includes an introduction to CALL (Computer Assisted Language Learning) concepts, an in depth introduction to the product's different components, practical and theoretical background and hands on experience.

Following the introductory training course, ETS Global offers enrichment workshops that cover more in-depth aspects of CALL as well as focusing on different aspects of the product that could not be covered within the scope of the introductory course.

Distributor Services

Business Guidance

With its products distributed in over 80 countries around the world, ETS Global has vast experience in international markets, and collaborates with leading educational product distributors worldwide.

From the early stages of building a business plan, through the initial marketing activities and up to the day-to-day service offered to teachers and students using **EDO**, our experienced staff will be available for consultation and support.

Pedagogical Support

ETS Global's pedagogical team will assist you with the following:

- Pedagogical Training – The EDO introductory package includes a 3-day pedagogical training course for its partners.
- Pedagogical Consultation
- Implementation Models – How to implement **EDO** in different pedagogical scenarios – Schools, Corporate Clients, Higher Education institutions etc.
- Correlation with local and global standards
- Integration with local curricula
- Teacher training programs
- Content development*

* Content development is part of our premium services and is priced per order.

Post-Sales Support

Our customer support team will lead you through the localization and integration process and provide ongoing support.

System Management Tools

Embedded in the **EDO** management system are comprehensive management tools that enable flexible and efficient management of the **EDO** system:

- License administration – Set the exact packages for each institution and maximize your pricing model and profits.
- Site administration – Enable customized look-and-feel for each of your clients. Set up your own home page and banner campaign, create your own branding and color scheme and much more...
- External system integration – Using a built-in API and SCORM compliant architecture, **EDO** can easily be integrated with various LMS, LCMS and ERP systems.

Hosting Models

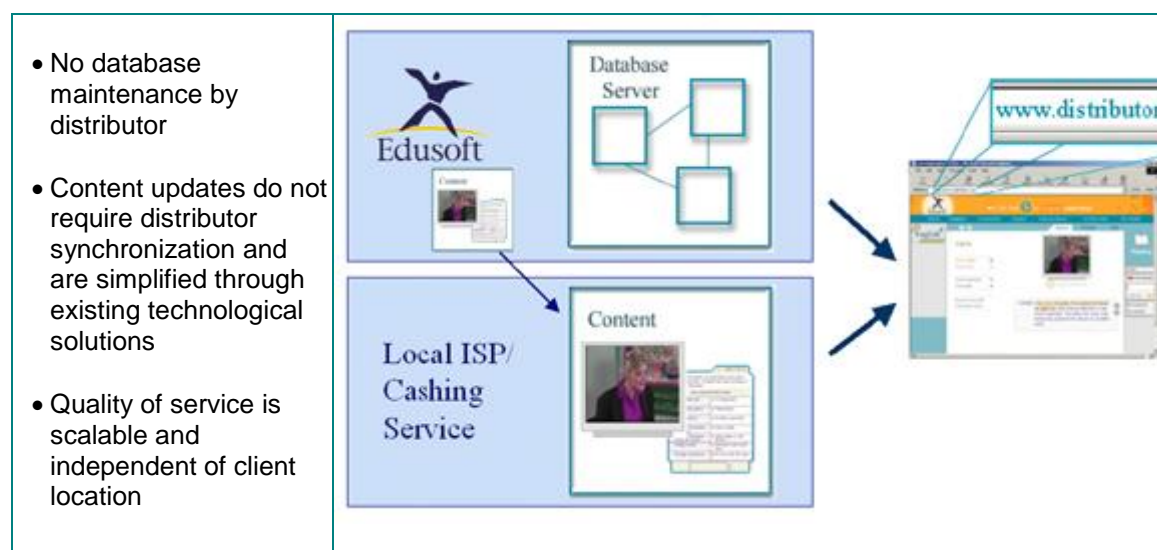
Model 1 - Hosting by ETS Global

Recommended for initial stages of implementation only.



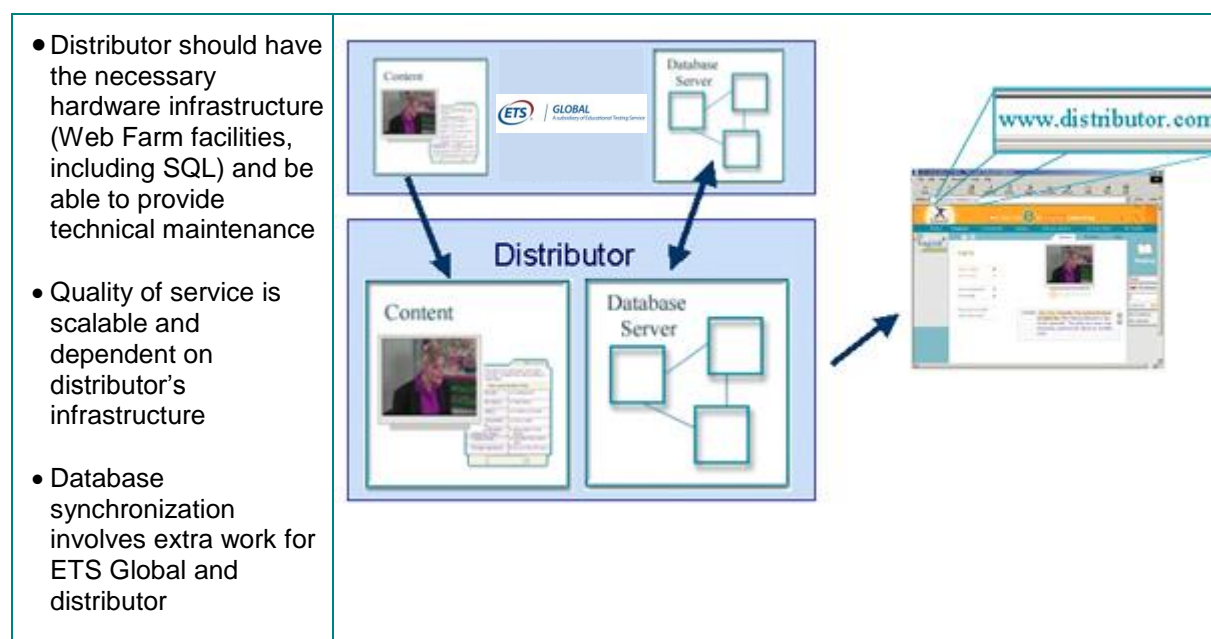
Model 2 – Hosted by ETS Global delivered through ISP/Cache service

Recommended for: Distributors who don't want to run an in-house technical operation.



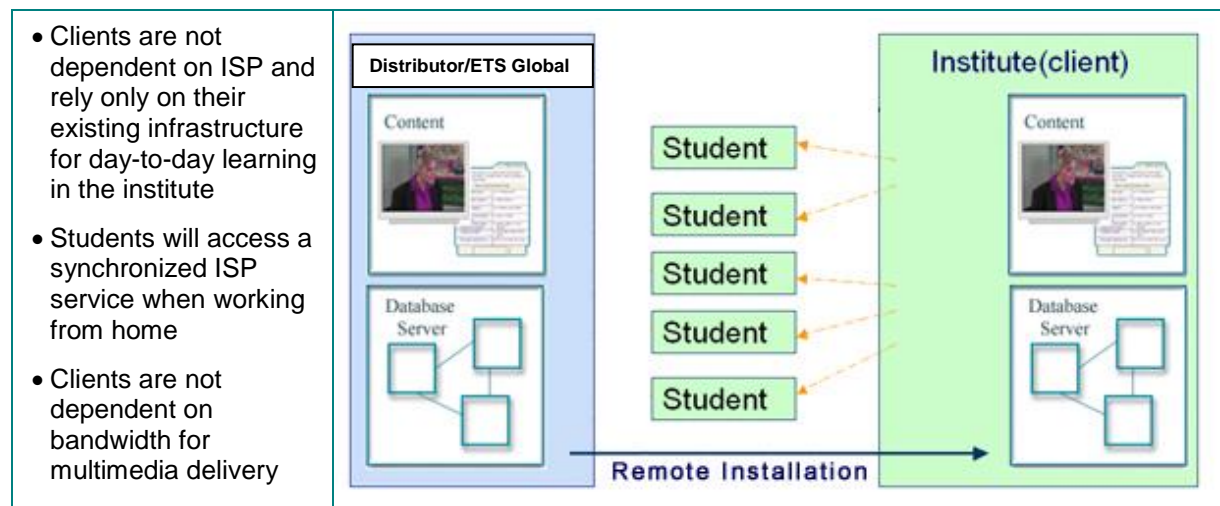
Model 3 - Hosted by Distributor

Recommended for: Distributors who have a strong existing online operation and want **EDO** as their English learning content.



Model 4 - Intranet Installation

Recommended for: Large Institutions and corporate that want an **Intranet** based installation.



Appendix A – Hardware/software requirements

Client Side Requirements	
CPU	Pentium® II and above
Sound Card	SoundBlaster® compatible
Display	Super VGA (800X600 and above)
Browsers	Internet Explorer® 6 and above
Operating Systems	Windows® XP Service Pack 2 and higher, Windows® Vista
Browser Plug-ins: (all available for download and with product installation)	<ul style="list-style-type: none"> Macromedia Flash® 5.0 is required in order to take full advantage of some of the features. Microsoft Virtual Machine Speech Recognition and Recording - an ActiveX component should be downloaded in order to utilize the speech recognition capabilities (2.5Mb). An alternative record-only component is provided. (70k)

Server Side - Intranet Installation	
Server	Provided By
Microsoft Windows® 2000 Server With IIS5, Media server	Client
Microsoft® SQL Server 2000 Remote access terminal service enabled	Client
Community Site	Provided By
Hosting Facilities	ETS Global
Internet Connection	Client

Server Side - Online Distributor		
Server	Provided By	Expense Responsibility
Microsoft Windows® 2000 Server With IIS5, Media server and Remote Access Terminal Service enabled	Local ISP/ Distributor	Distributor
Microsoft® SQL Server 2000 Remote Access Terminal Service enabled	Local ISP/ Distributor	Distributor
Communication Lines	Local ISP	Distributor
Community Site Hosting Facilities	ETS Global	Distributor

Appendix B – Suggested Path

About the Structure of the Course

Each course consists of 8 topic-based units comprised of the following components:

Listening – Various listening segments: TV shows, radio programs and voice mail messages.

Reading – Various text genres: Articles, Stories, Ads, Notices, etc.

Speaking – A variety of real-life dialogues set in everyday situations (emphasis on functional language)

Grammar – Animated, humorous examples illustrating the use of the grammatical structures.

With the exception of Speaking, which does not include a test, each of the above components is divided into three working modes:

Explore – which presents the content

Practice – which reinforces the content via a range of interactive exercises

Test – which tests students' mastery of the new content

Please refer to the Product Description and Pedagogical Overview documents for a more detailed explanation of the course and its pedagogical rationale.

We recommend that you try the following units:

Basic 1 - Going Out, For Sale

Basic 2 - Healthy Eating (Speaking/Practice 2 also includes Speech Recognition), Sports

Basic 3 - Business Matters, Tickets Please

Intermediate 1 – Bad Weather, At Work

Student tools (right hand side):

Dictionary - a bilingual audio dictionary is available on every screen

My Progress - allows users to keep track of their progress within the course

About the Community Site

The community site is of complementary nature and is aimed primarily at encouraging students to use the English language in authentic situations and to enhance their Internet skills.

Please take the time to go over the various community features such as *Talking Idioms*, *Web Pals*, *You! Who?*, *Twin links* etc.

**Appendix C – English Discoveries Online Alignment with the CEFR
(Common European Framework of Reference for Languages)**

EDO	CEFR
First Discoveries	A1
Basic 1	A1
Basic 2	A2
Basic 3	A2
Intermediate 1	B1
Intermediate 2	B1
Intermediate 3	B2
Advanced 1	B2
Advanced 2	C1
Advanced 3	C1

Map of International ELL Assessments

The following table shows the CEFR levels with corresponding levels for the most common ELL tests and examinations. These alignments are approximate only and are based on claims made by the examining bodies themselves.

CEFR	ESOL	IELTS	PTE	TOEIC Bridge	TOEIC (Listening & Reading)	TOEFL
A1			10-29	46 (listening) 46 (reading)	60 (listening) 60 (reading)	
A2	KET	3	30-42	64 (listening) 70 (reading)	110 (listening) 115 (reading)	
B1	PET	3.5-4.5	43-58	86 (listening) 70 (reading)	275 (listening) 275 (reading)	57-86
B2	FCE	5-6	59-75		400 (listening) 385 (reading)	87-109
C1	CAE	6.5-7	68-74			110-120
C2	CPE	7.5-8	>85			

References

1. [Mapping the TOEIC and TOEIC Bridge Test on the Common European Framework of Reference for Languages](#)
2. [Mapping TOEFL iBT on the Common European Framework of Reference](#)
3. [Mapping ESOL examinations to the Common European Framework](#)
4. [Mapping of Pearson Test of General English to Common European Framework](#)

***English Discoveries Online* ESP Courses and the CEFR**
(Common European Framework of Reference for Languages)

EDO ESP Courses	CEFR
English at Work 1	A2
English at Work 2	B1
English at Work 3	B2
Medical English Basic	B1
Medical English Intermediate	B2
Medical English Advanced	C1
Tourism Pre-Basic	A1
Tourism Basic	A2
Tourism Intermediate	B1
Tourism Advanced	B2
Academic Reading	C2
ESP Vocabulary Modules	B2

This alignment was compiled by the *English Discoveries Online* Pedagogical Department and has been **approved by Educational Testing Services (ETS)**. It is based on a detailed analysis of the English language learning content and teaching objectives of *C*. The alignment is designed to serve as a guide to students and teachers regarding which level *English Discoveries Online* courses they should study/ teach. This alignment does not imply official recognition by the Common European Framework of Reference for Languages (CEFR), as the CEFR does not authorize alignment studies or certification.