

China Central Television cooperates with DynEd on new course for English learners

DynEd bases new courseware on CCTV Dialogue series targeting advanced English learners

BURLINGAME, CA, March 7, 2012—DynEd International, Inc., a leader in the English language learning solutions market, launched a new course for advanced students called Dialogue. Named after the CCTV series, Dialogue use interviews originally broadcast on the series as a foundation. Higher-level learners work on lessons designed to prepare them for university lectures, discussion groups, conference participation or international business presentations and discussions in English.

“The unscripted Dialogue interviews help students gain experience in listening and interpreting real-world conversations.” said Lance Knowles, president and head of product development at DynEd. “By using broadcast interviews, Dialogue improves student dynamic listening skills with engaging content.”

DynEd’s Dialogue helps students develop interactive listening skills while building their understanding of vocabulary and use of idioms. Students are encouraged to take notes to capture the main ideas from the interviews that they can refer to when answering questions. Guided listening exercises prompt students to listen for key themes in various video segments to encourage focused listening. Throughout the clips students are challenged to understand and retain multiple details to expand their comprehension skills.

China International Television Corporation (CITVC), producers of Dialogue on CCTV, reviewed the course materials with DynEd. They were excited to see the interviews, which promote discussion on issues that are important in China and on the global stage, used to prepare students and businesspeople to communicate internationally.

About

DynEd is a privately held English language learning solutions company. A pioneer in blended language learning, DynEd delivers the core English curriculum for institutional providers including private and public schools, universities, leading corporations, training organizations, and government agencies in more than 50 countries. With users now numbering in the millions, DynEd courseware has won over 40 awards.

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