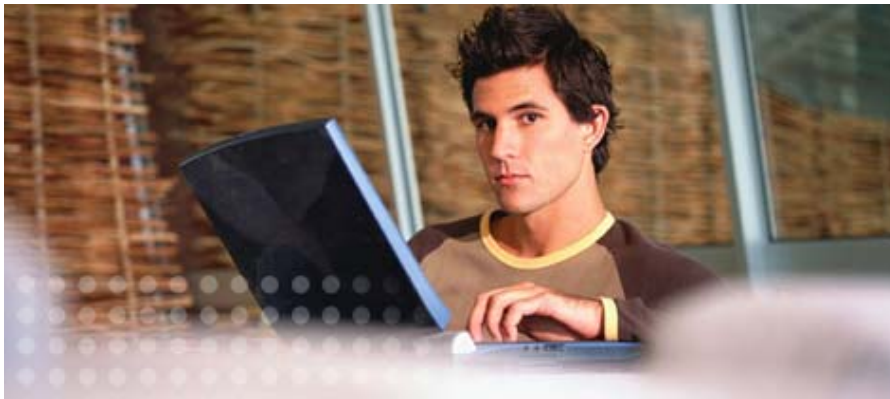


Languages for eCommerce

a set of online language courses focusing on writing for
eCommerce websites

English, Spanish and German



Languages for eCommerce

Our pedagogic principles take into account

- A. language learning issues, with a focus on writing skills
- B. e-learning issues, with a focus on motivation



A. Keys to developing writing skills online

1. Sufficient explanation

- ❖ establishing context
- ❖ theoretical input
- ❖ instructional text
- ❖ worked examples



A. Keys to developing writing skills online

2. Good models of target text

❖ provided by the teacher

❖ selected by the participant



A. Keys to developing writing skills online

3. Learning activities which

- ❖ are logically linked together
- ❖ advance in small steps



A. Keys to developing writing skills online

4. Sufficient feedback

- ❖ instant, computer-generated responses
- ❖ individual teacher comment



B. Keys to motivation and student retention

1. Personalising the learning process

- ❖ drawing on learners' personal experience and opinion
- ❖ building learner choice into task design



B. Keys to motivation and student retention

2. Providing tasks with game-like qualities

- ❖ multiple choice quizzes
- ❖ matching tasks
- ❖ drag and drop tasks



B. Keys to motivation and student retention

3. Making learning a sociable process

- ❖ sharing information and experience
- ❖ providing peer feedback

