



## Keynote – Adult Online Course (International)

**64 Hours – 90 Minutes per week – 32 Weeks per level – 5 Levels**

The Keynote International Adult Online Course is a programme specifically designed for professionals in the workplace or University students needing further English. The materials designed by **National Geographic** provide all that is needed for a student to develop their language skills from Elementary to Advanced. With a special focus on exclusive TED Talk Videos the course can provide a truly authentic learning experience with a 21st Century skills focus.

### TED TALKS

TED is a nonprofit devoted to spreading ideas, usually in the form of short, powerful talks (18 minutes or less). TED began in 1984 as a conference where Technology, Entertainment and Design converged, and today covers almost all topics — from science to business to global issues — in more than 100 languages. Meanwhile, independently run TEDx events help share ideas in communities around the world.

<https://www.ted.com/about/our-organization>

<https://www.youtube.com/watch?v=d0NH0peczUU>

### Why TED?

- Authentic native-speaker content
- Inspiring speakers who engage learners
- Challenging listening content
- High-level content is ideal for Upper-Intermediate and Advanced students (including C2)
- Presentation skills
- Wide-ranging topics
- It's contemporary and cutting-edge
- Teachers love TED

### How do the TED Talks help students learn English?

Real and relevant topics from around the world to the classroom are interesting and relevant to learners. They help learners to form opinions that they can't help but want to share and discuss and this series helps them do that in English. National Geographic Learning's partnership with TED expands the resources they provide for learners to react to and engage with global topics while learning meaningful English.

## Inspiring Communication

Featuring remarkable people communicating passionately and persuasively, TED Talks provide inspiring ideas and an unparalleled source of authentic language. Keynote invites learners to explore life-changing stories for a deeper understanding of the world, developing the confidence and skills needed to express themselves powerfully and proficiently in English. Examples of remarkable people and their life changing stories include Sir Ken Robinson and his talk on Education and creativity, Michael Prichard talking about how he was able to turn dirty water to clean and drinkable and Nigel Marsh speaking about work life balances. All speakers' TED Talks have been watched by millions.

- Engaging and authentic TED Talks drive an integrated-skills syllabus alongside 21st century outcomes like communication, collaboration, creativity, and critical thinking. The 4Cs are an integral part of 21st Century Learning and are the cornerstone of the Keynote series with Real and authentic problems providing an opportunity for students to challenge their mindset and views allowing for more critical thinking. Furthermore, authentic scenarios such as the focus on modern business and education problems provide a safe environment where students can learn, practice and make mistakes and develop their creative skills. This can be seen at the end of each module where collaborative and creative skills are required to complete mini projects, such as presentations discussing the details and ideas of the units TED Talks video.
  - The Partnership for 21st Century Learning (P21) developed its 21C Framework 'with input from teachers, education experts, and business leaders to define and illustrate the skills and knowledge students need to succeed in work, life and citizenship, as well as the support systems necessary for 21st century learning outcomes. It has been used by thousands of educators and hundreds of schools in the U.S. and abroad to put 21st century skills at the center of learning.'
  - The grammar, reading and functional lessons in Keynote all have 21st century outcomes, i.e. the lessons provide and practise the skills and knowledge needed by students to succeed in their professional and personal lives in the 21st century.
- Real-world content presented through readings, infographics, and interviews motivates learners to engage with language meaningfully.
- Unique presentation skill sections based on best practices demonstrated by TED speakers teach transferable strategies that develop fluency, confidence, and compelling delivery. For example one such technique is the focus on humour and how it works within presentations to engage and motivate your listeners.

**What is the overall approach used in *Keynote*?**

The methodology in *Keynote* can be described as eclectic. There has been a level of convergence in course books over recent years and a general expectation that courses will take the best of all approaches, hence the name, *Keynote*. *Keynote* offers the following:

- It is communicative
- There is a balanced approach to skills with particular emphasis on reading
- There is a Guided discovery approach to grammar
- It has a multi-strand syllabus
- There is practice of specific business areas that is available via the website

### **How is the reading presented?**

Each unit has a reading lesson based on a contemporary and real-world text. The activities cover reading comprehension, reading skills, but also elicit a personal response to the content of the text. In the reading lesson – as in the other types of lesson – the final activity has a ‘21st century outcome’, and therefore practises the skills, knowledge and expertise students need to succeed in their professional and personal lives in the 21st century.

### **How is the writing presented?**

The final lesson of every unit focuses on a writing skill and specific text type. There are on-page models for students to follow. Writing is further practised in the Workbook where there are six double-page spreads that provide detailed practice of the kinds of texts that come up in the Cambridge exams (matched to the level of the book). These process-based lessons help students generate ideas, provide them with a model, give them useful language, and help them plan, draft, revise and analyse.

### **How is listening presented?**

Listening is a key component of the course and is dealt with in various ways. To help students deal with the authentic, native speaker-level language of the TED Talks, *Keynote* has a comprehensive authentic listening skills syllabus that – together with a focus on key words from the TED Talk and background information – allows students to understand listening material which is often well above their productive level. Secondly, there is graded listening material which students work on, using a wide variety of listening comprehension task types.

### **How is speaking presented?**

Each unit has a lesson that focuses specifically on functional and situational language that is relevant to working adults. This is supported by a Useful Language Box. In addition, the grammar lessons end with a speaking task related to a 21st century outcome.

### **How is grammar presented?**

The grammar is presented and contextualised via an infographic. Language exponents are then pulled out and showcased in the grammar box and are followed up with concept-check questions. Students then move to the back of the book to read about the grammar in more detail, check their answers to the concept-check questions and do the practice exercises that focus mainly on form. They then come back

to the unit and have further, less controlled and more use/meaning-based practice. This guided discovery approach asks very practical, easy-to-answer questions that allow students to understand the fundamentals of the grammar points without becoming too abstract.

### **How is vocabulary presented?**

The vocabulary in the Student's Book falls into three main categories:

- Key words – these are the words that are central to the key message of the TED Talk and a matching with definitions exercise helps students to understand their meaning. They aren't intended for productive use, as they are above the students' target CEFR level.
- Vocabulary in context – these are excerpts from the TED Talk that contain words and collocations which are useful language for this level. Students watch the excerpts, choose the correct on-screen synonym and then go on to practise the words through a personalisation activity.
- Lexical sets – each reading lesson contains a lexical set that is related to the topic of the unit. There is consolidation of the vocabulary in context and the lexical sets in the Workbook. In addition, the Workbook provides more practice of wordbuilding and common collocations of a topic word.

### **How does *Keynote* teach Critical Thinking skills?**

The critical thinking in *Keynote* always uses the device of viewers' comments (like those on sites like TED and YouTube etc.). Using these posts turns the critical thinking into a modern, real-life task, and practises a skill we need for our modern world where we have to sift through masses of information which is sometimes relevant, correct and interesting, but more often, irrelevant and incorrect and is really somebody's ill-informed opinion masquerading as a fact!

### **Why is studying with *Keynote* better for preparing my students for the 21st Century?**

21st century skills is a recurrent sub-syllabus within *Keynote*. All of the lessons except the TED Talk spreads end with a final productive task that practises a 21st century student outcome. While these tasks practise the language they've just learnt, the goal of the task always relates to a skill for the modern workplace. Examples include things like financial literacy – making good financial decisions; life and career skills – presenting information accurately; communication – good interpersonal skills; information literacy – interpreting data

### **How does *Keynote* inspire tertiary communication?**

*Keynote* engages university students with the inspired ideas of respected professionals giving TED talks, and through thought-provoking texts and infographics. The course develops the skills and literacies needed to navigate the information-rich world of global English and gives students the courage to find their own voice in English, inspiring real, meaningful communication.

The course is particularly well suited for university students because while it doesn't assume any prior business experience, it frequently looks through the lens of a professional at the world we live in, helping build learners' familiarity with business ideas and concepts without an overt focus on 'business English'.

### **Why is *Keynote* ideal for professionals?**

The syllabus sub-strands in *Keynote* make it an ideal course for professionals. One of the key sub-strands is a focus on Presentation Skills. This is ideal for professionals who need to deliver slick, well-constructed and impactful presentations in English. The ideas have been provided by TED themselves and are based on advice they give their speakers.

In addition, all of the spreads except the TED Talks spreads end with a final productive task that practices a 21st century student outcome. The goal of the task always relates to a skill for the modern workplace. Examples include financial literacy – making good financial decisions; life and career skills – presenting information accurately; communication – good interpersonal skills and information literacy – interpreting data.

### **Why *Keynote* is perfect for university students**

*Keynote* engages university students with the inspired ideas of respected professionals giving TED talks, and through thought-provoking texts and infographics. The course develops the skills and literacies needed to navigate the information-rich world of global English and gives students the courage to find their own voice in English, inspiring real, meaningful communication.

The course is particularly well suited for university students because, while it doesn't assume any prior business experience, it frequently looks through the lens of business at the world we live in, helping to build learners' familiarity with business ideas and concepts without an overt focus on 'Business English'.

With *Keynote*, university students can:

- listen to the formal presentation of ideas of respected professionals and thinkers in authentic, ungraded English
- apply key critical-thinking skills to the evaluation of these ideas and talks
- learn how to give more formal presentations themselves in an engaging and coherent way
- build key 21st century skills, such as information literacy and global awareness, through analysis of real-life data and infographics
- engage with a wide range of thought-provoking texts which examine our relationship with work, technology, the economy and education
- collaborate with fellow students to reach a deeper understanding of topics and ideas
- find their own voice in English, inspiring real, meaningful communication
- learn to express themselves accurately and persuasively in both spoken and written English

### **Key Selling Points**

- Exclusive materials from National Geographic



- TED TALKS providing authentic material and learning experiences.
- A focus on 21<sup>st</sup> Century Skills: Communication, collaboration, creativity, and critical thinking skills

### **Learning Objectives**

Why is Keynote suited for Professionals: <https://bre.eltkeynote.com/what-makes-keynote-so-well-suited-professionals-learning-english>

- To develop the skills required for daily and work life as seen with the focus on 21st century skills (OECD)
- To develop communication, collaboration, creativity and critical thinking skills within an English-speaking environment.
- To demonstrate improved presentation skills

### **Learning Outcomes**

By the end of the programme, students will have:

- Developed presentation skills using exclusive TED Talks materials
- Improved their English skills in line with the level they are studying
- Improved their critical thinking skills through the use of authentic materials and real-world problems
- Learned to communicate and collaborate in a creative way with other students, allowing them to enhance the skills needed for the real world and the workplace.

**MINIMUM LEVEL: A2**

**CLASS SIZE: 8-12**

**AGE RANGE: 18+**

**MINIMUM NUMBER OF STUDENTS TO RUN THE PROGRAMME: 4 (Academically) 6 (Financially)**