



GLOBAL MLearning Course.

Session 4.2 – Using downloadable and online video – Video in Global

Video in Global

When deciding on content for the Global e-workbook we decided that we needed video, and plenty of it. We took a look at what was currently out there for language learning and were a bit underwhelmed. Many language learning videos were of dubious quality (recording-wise) and didn't really strike us as that great. Making videos for language learners can be expensive, and the ELT world just doesn't have the money to make an ELT video with the same production value as, say, an HBO television series. But then we saw Jamie Keddie show this little video at a conference.

<http://www.youtube.com/watch?v=3UgpfSp2t6k>

It's called 21 accents, and it's a Youtube favourite with more than 6 million views. It struck us that this was exactly the kind of thing that could work. Strip away the fake sets and lighting and just focus instead on the script and the actor.

We contracted Robert Campbell (<http://www.its-online.com/>), a very talented writer of materials as well as plays and stories, to do the scripts. He then hired the services of a production company in Barcelona, and found some great actors who live there locally to do the clips. The result is a completely different kind of ELT video, with minimalist background and a real quirky side. We've included a couple of examples below.

While we were doing this, we were also thrilled to discover that Macmillan had signed a content-sharing deal with the BBC. This meant we had access to hundreds of authentic BBC documentaries. This, we thought, could be the authentic video. The material was perfect for the information-rich style that Global was to have. For copyright reasons we are not allowed to share one of these clips here at the Global site, but they are great.

There are 20 clips for the student in the e-workbook, 10 of the video clips we made and 10 authentic BBC clips. Each clip has a worksheet to go with it. We included the authentic clips even at Elementary level, working on the assumption that even if the language was a bit hard the student could read the subtitles, watch and rewatch the clip, use the visual clues and work through a series of tasks graded at their level in order to facilitate comprehension.

Finally, since this *is* an MLearning session, I have to tell you the great part of these clips. They are all downloadable to an iphone, ipod or any mobile device that can play video. Which means that students can really do this kind of homework anywhere.

We hope you and your students enjoy them.