



Adult Series

“The DynEd difference is results!”

DynEd[®] 

Academic and Business English Solutions

Brain-based Approach

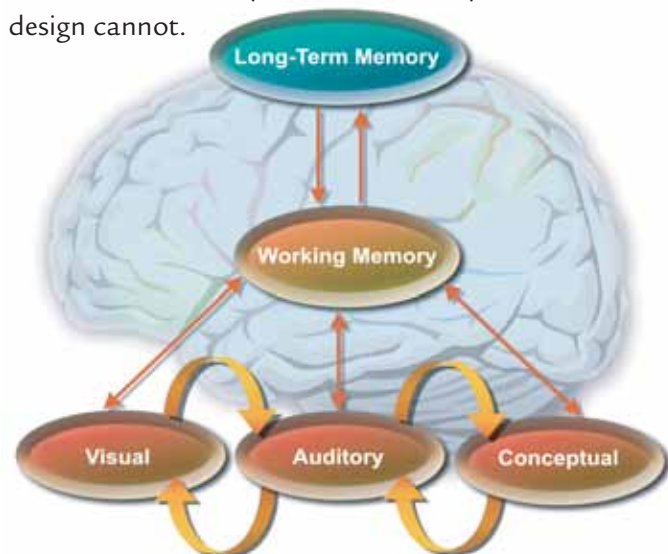
DynEd's award-winning programs are based on:

- ✦ Extensive classroom experience
- ✦ The latest research into how people learn
- ✦ Accumulated data and analysis over 20 years

There are significant differences between traditional, text-based approaches and the listening-based, iconic approach that is at the heart of DynEd's Recursive Hierarchical Recognition (RHR) design. DynEd's solutions have proven themselves in quality programs around the world and are on the leading edge of a transformation in language education.

RHR

Developed by DynEd's founder, Lance Knowles, this breakthrough language learning approach resonates with how the human brain has evolved to search for, recognize and employ language patterns. Learning proceeds in a recursive fashion, employing the brain's hierarchical memory structure in ways that a linear design cannot.



Language is a Skill

Language learning, like learning to play a musical instrument, requires practice. Effective practice leads to language automaticity. DynEd provides and monitors that practice.



Blended Learning

DynEd's blended learning model combines classroom or tutorial instruction with computer practice. Detailed Study Reports help the teacher follow each learner's progress. Extension activities help teachers personalize student study materials and classroom sessions.

Fully Interactive

Learners are active and engaged when using DynEd's time-based interface. Within a lesson, learners can repeat a sentence or phrase as many times as needed, record and monitor their voices, and use clear visual support to aid comprehension. In addition, learners actively demonstrate the level of their comprehension by completing a variety of learning tasks that are lesson-specific and which can alter the depth of the language presentation through DynEd's patented 'shuffler' mechanism. All activities are monitored for learning efficiency - not just time on task. As a result, DynEd solutions engage and hold the attention of learners and cut learning time significantly.

Scope and Sequence

In DynEd's core courses, the presentation of language takes advantage of the human brain's hierarchical memory structure. No other language courseware provider has developed this conceptual approach to sequencing. For more information, please read the published papers on the learning theory behind DynEd's pedagogy at: www.dyned.com/education

All Levels

English Proficiency Level

DynEd	0.0	0.2	0.5	0.7	1.0	1.2	1.5	1.7	2.0	2.2	2.5	2.7	3.0
TOEFL iBT	0	4	8	14	20	30	40	48	55	65	75	95	110
CESOL					A2 KET			B1 PET			B2 FCE		C1 CAE
	Basic				Intermediate				Advanced				
	English for Success												
	New Dynamic English												
					The Lost Secret				e-Lective				
							Dynamic Business English						
							Functioning in Business						
							English by the Numbers						
											Advanced Listening		
											Dialogue		
											Test Mountain		
									DynEd ESP Courses				

All Levels

 **Records Manager**

 **Placement Tests**

 **Speaking Tests**

 **Clear Speech Works**

“DynEd is an extremely effective fluency accelerator for our adult ESL students at Milwaukee Area Technical College. We use DynEd in a hybrid blend of face-to-face classes and technology-based skills practice; its brain-based approach to language acquisition helps students make rapid gains in proficiency levels. Students like the way DynEd reports their study effectiveness with the "Intelligent Tutor", individually adapts the level of difficulty of their practice activities with the "Shuffler", and evaluates their progress with frequent Mastery tests. Our faculty appreciates the way DynEd off-loads practice activities to the computer environment to free up face time for higher quality communicative activities.”



Mark Mankowski
ESL Instructor
Milwaukee Area Technical College

General English

Basic to Advanced

New Dynamic English



New Dynamic English is a core general English course for young adults and adults designed to develop the conceptual and structural foundation necessary to build fluency in English. It focuses on language that is immediately useful and prepares the learners to continually incorporate new vocabulary and phrases into their language base. Through 8 Modules providing more than 200 hours of study and practice, *New Dynamic English* follows a carefully designed syllabus that helps students acquire English as a skill – something they can use with confidence in school and beyond.

A rich variety of language exercises and activities, including plenty of speaking practice using DynEd's Speech Recognition activities, makes using this award-winning course engaging, efficient and effective.

With daily practice, students develop:

- ★ Pronunciation and oral fluency
- ★ Listening and reading comprehension
- ★ Sentence structure and effective sequencing of ideas
- ★ Oral presentation and summarization skills
- ★ Ability to express abstract ideas and relationships
- ★ Ability to meet language requirements for jobs and school

Student Results:

- ★ Perform well in international standardized tests
- ★ Succeed in schools and universities where English is the medium of instruction
- ★ Meet language requirements for jobs and school entrance examinations

Features:

- ★ Teacher's Guide
- ★ Classroom suggestions
- ★ Extension activities and worksheets
- ★ Mastery Tests



Academic English

Basic to High Intermediate

English for Success



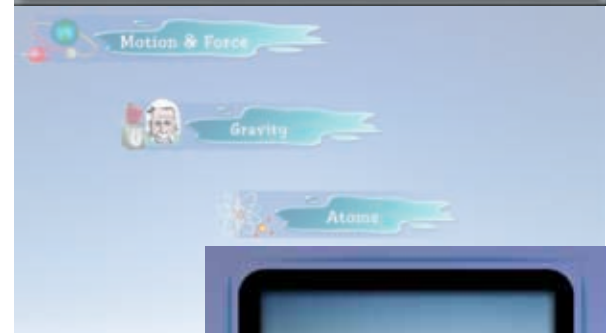
This newly expanded course is for students who need to use English in school, from high school through university. Ten new Units have been added to double the content of this award-winning course built around academic subjects.

English for Success leverages what students already know about school subjects, like math, science, history and geography, to build key English vocabulary and language useful in an English-medium academic environment. It also teaches the language of classroom presentations, explanations, questions, homework and tests. This new material allows students to continue using English for Success' engaging themes, blending academics with school life up through a high-intermediate language level.

Each Unit has 5 lesson types: *Warm-up*, *School Life*, *School Subjects*, *Language Extension* and *Speaking Up*. Important vocabulary and grammar are introduced and recycled throughout.

Features:

- ★ School subjects and school situations
- ★ Scope and sequence *systematically* develops key language concepts
- ★ Content adjusts to student performance
- ★ Voice Record and Speech Recognition exercises
- ★ Placement and Mastery Tests
- ★ Teacher's Guide with classroom suggestions and worksheets



Listening Focus

Advanced

Dialogue



Dialogue uses television interviews with international experts on topics of general interest as the basis for focused listening practice. This advanced, real-world content is suitable for higher level learners preparing for university lectures, discussion groups, conference participation or business presentations in English.

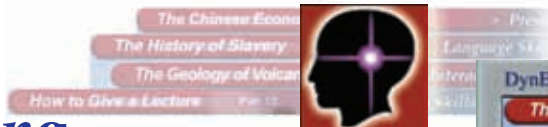
With daily practice, students develop:

- ★ Pronunciation and oral fluency
- ★ Listening and reading comprehension
- ★ Sentence structure and effective sequencing of ideas
- ★ Oral presentation and summarization skills
- ★ Ability to express abstract ideas and relationships
- ★ Cross-cultural awareness



Advanced

Advanced Listening



Advanced Listening is a strategy-based listening course for advanced ESL learners. It specifically develops high-level listening and note-taking skills for those striving to succeed in academic and professional settings.

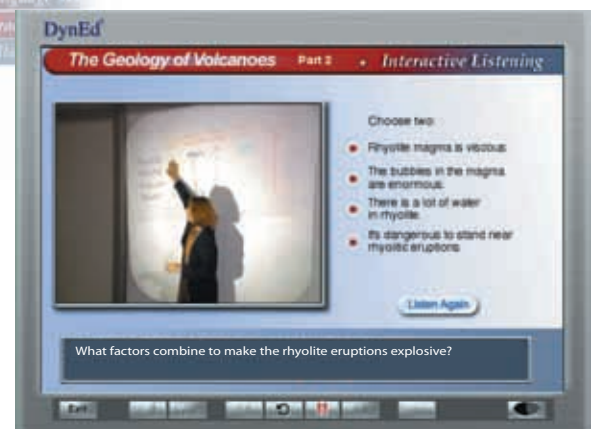
Video segments from actual Stanford University lectures by leading professors provide an authentic academic environment for the learner.

Nine lecture topics include:

- ★ “Genes and Gene Therapy”
- ★ “The Chinese Economy”
- ★ “The Geology of Volcanoes”
- ★ “Principles of Child Psychiatry”
- ★ “Women and Social Reform”

Benefits:

- ★ Improves note-taking skills
- ★ Helps students identify and uncover main ideas, idioms and vocabulary
- ★ Enhances listening strategies and grammar review
- ★ Maximizes student performance in the classroom
- ★ Easily integrated into every classroom



Reading & Writing

Intermediate to Advanced

e-Lective



e-Lective was designed by Dr. Jim Cummins, a leading expert on literacy and bilingual education. This powerful teaching tool focuses on reading and writing development and is an excellent complement to all DynEd courses. It helps students develop their reading and writing skills, build vocabulary, and gain access to authentic materials for school and vocation.

e-Lective creates an electronic environment that supports learners in reading texts for work or school they previously could not have understood, such as training manuals, guides, regulations or textbooks. Learners can actually import their own target content into e-Lective to create individualized reading activities and exercises. Students learn how to read for significance and implied meaning rather than just skimming across the surface of a text. In a non-academic setting, workers improve productivity, job flexibility and safety when reading comprehension and writing skills improve.

Features:

- Teacher Mode and Student Modes
- Electronic Dictionary Support
- Digitized Speech for Listening Support
- Language Exercise Generators
- Sample Graded Reading Materials
- Reading and Writing Modes
- Practice and Test Modes
- Individualized Vocabulary Lists
- Automatic Text Difficulty Classification



Supported by DynEd's Records Manager

Dr. Jim Cummins,
University of Toronto

“*e-Lective* makes the meaning of texts comprehensible. It supports students in harvesting the academic language of these texts.”

This powerful teaching tool helps students:

- ★ Develop their reading and writing skills
- ★ Gain access to authentic materials for school and work
- ★ Build vocabulary and reading comprehension

Teachers can customize content by importing any digital text.



Business English

Intermediate to Advanced

Dynamic Business English

Dynamic Business English develops the English language skills necessary for oral presentations, interviews, meetings, and the accurate exchange of information.

This 6-part course develops listening, oral fluency, and presentation skills. The focus is on major themes that are universal in business and professions, including employee and company history, job description, areas of responsibility, product comparisons, decision-making, and forecasting.



Intermediate to Advanced



English by the Numbers

English by the Numbers prepares learners to make oral presentations involving numbers, graphs and charts. Students expand their vocabulary and learn to ask and answer questions about numbers, fractions, decimals, quantitative relationships, numerical operations and probability. Topics include energy, health, safety and job issues.

Intermediate to Advanced

Functioning in Business

Functioning in Business is a video-based business English course that prepares students to deal with the language in a range of common business and cross-cultural situations.

In addition to listening and speaking skills, this course focuses on general business vocabulary and important language functions, such as requesting, refusing, suggesting, confirming and clarifying.



“DynEd has given students in the IEP at TCU a chance to get ahead in English learning not only in our lab, but also from their own homes. Students who enjoy studying independently have done well with the many dynamic components. And, for those of us working to place learners in levels with precision, it’s been a convenient way to gauge the language ability of incoming students.”



Lucía Colón
Assistant Director
Intensive English Program at Texas Christian University

Supplemental

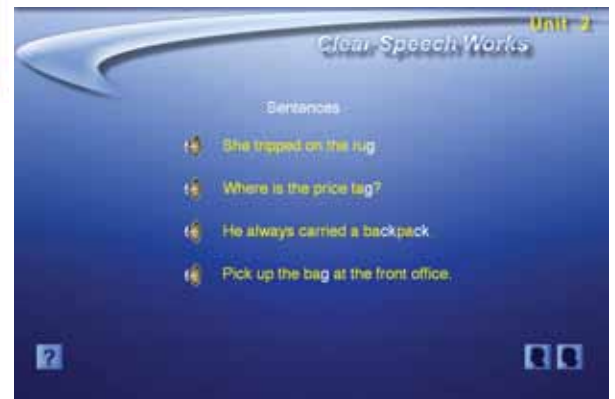
▶▶▶ Pronunciation - All Levels

Clear Speech Works



Speak English with greater clarity and confidence with *Clear Speech Works*. This award-winning program is based on proven instructional strategies and techniques developed by speech pathology professors at Boston's Northeastern University.

Clear Speech Works focuses on key phoneme contrasts and contains over 5,000 examples of words, sentences and professional vocabulary to practice and record. Multimedia tutorials offer tips and advice on pronunciation, and facial close-ups show students how to make the correct sounds.



▶▶▶ Video Focus - Intermediate



The Lost Secret

This video-based spoken English course is built around an engaging mystery drama with a cast of well-known actors originally filmed by the BBC. *The Lost Secret* includes exceptionally motivating listening and speaking tasks which emphasize speech recognition and voice recording. Role-playing lessons help students anticipate what comes next in conversation, learn useful phrases and develop oral fluency.

▶▶▶ Test Preparation - Upper Intermediate

Test Mountain



Test Mountain is a test preparation course designed for students who already have a strong foundation in English. Used in parallel with other DynEd courses, students develop test-taking strategies while improving their listening, vocabulary, grammar and reading comprehension skills.



Assessment Tools

DynEd Testing

Placement Tests

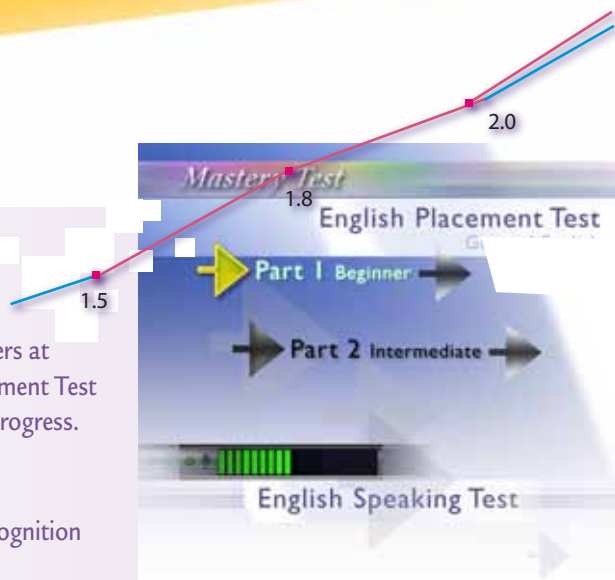
DynEd's computer-adaptive, variable-length *General Placement Test* places learners at the appropriate starting point within DynEd's skill development path. The Placement Test gives a clear, measurable benchmark that enables faculty to monitor students' progress.

Speaking Test

To evaluate oral fluency, DynEd's newly developed *Speaking Test* uses speech recognition and sentence repetition tasks to measure language chunking and automaticity.

Mastery Tests

The Mastery Tests, interspersed throughout DynEd courseware content, are designed to measure student progress and confirm mastery of the material, helping teachers manage their students' progress using measurable benchmarks.



DynEd Reports

Study Path Manager

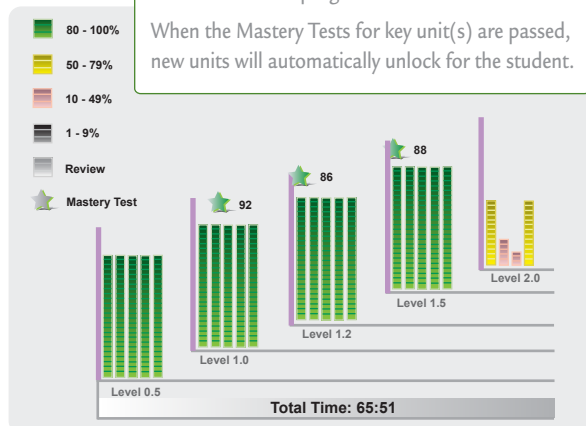
DynEd's individualized *Study Path Manager* continually monitors student progress and automatically opens new lessons or courses when the learner is ready.

Progress Manager

The *Progress Manager* generates Class and Student Study Reports at the click of a mouse. Teachers monitor how students are studying with *Progress Manager* charts on study frequency and time-on-task. The *Progress Manager* also shows what remains to be done to reach a goal.

The Study Path Manager opens up lessons or units as students make progress.

When the Mastery Tests for key unit(s) are passed, new units will automatically unlock for the student.



DynEd's Records Manager

DynEd's award-winning **Records Manager** tracks and controls the study activities of classes and individual students. The system *evaluates* how effectively students are using their study time and provides full details of learner activities, including test scores and learning path. Feedback from the **Intelligent Tutor** influences *how* students study and is an industry first in improving the efficiency of study time. Study records can be printed or inserted into database systems as required.



Professional Development



Winner of an "Outstanding Product of 2010" award

by *Technology and Learning Magazine*

On-Site Training

DynEd provides on-site, face-to-face training to orient teachers to its blended approach to language learning and assist them in using the courseware and the Records Manager. The DynEd training workshops are task-based, involving hands-on practice, which motivates teachers to get started using DynEd quickly and with confidence. DynEd is proud to deliver both initial and on-going training support to DynEd teachers around the globe.

Teaching English: A Brain-based Approach

In addition to our face-to-face support, DynEd has created an award-winning Teacher Training Course (TTC) to reinforce and deepen the knowledge about how DynEd works.



Teaching English: A Brain-based Approach is a professional training course for teachers of English who wish to blend technology into their teaching. DynEd's brain-based, blended approach to language learning is built around a cognitive, neuroscientific learning theory called **Recursive Hierarchical Recognition**, or **RHR**. This learning theory differentiates DynEd's blended approach from other computer-assisted language learning (CALL) approaches which may or may not involve teachers and classroom support.

See more at: www.dyned.com/education

"DynEd's tech and training support is incredible. The follow-up training allows our instructional assistants to feel very competent in using the program."

Dana Gray
EL Program Coordinator
Dixie School District, San Rafael, CA

In addition to introducing the RHR learning theory, this award-winning course gives hands-on experience with:

- ★ Computer-based lessons
- ★ Lesson plans for in-class activities
- ★ Developing language proficiency for English teachers who need to improve their own English

Professional Teacher Training: This course is also suitable for graduate teacher training programs that need to better prepare teachers to use technology for language learning, and to explore a cognitive neuroscientific approach that is being widely used.

"Based on my experience as a teacher and teacher trainer, I believe that the RHR learning theory is very useful for teachersMy only regret is that I didn't know about this theory many years ago. I recommend it highly as a real advance in language teaching."

Vera Semenova
Methodologist, Teacher Retraining Institute
Sakha Republic, Russian Federation

Award-winning courseware for more than 20 years



Over **40** national and international awards and honors, including:



Technology and Learning: Award of Excellence, Winner

Eddie Awards: Best Software: Early Elementary ESL, Junior High School & High School

Approved by Ministries of Education: China, Turkey, Malaysia, and others

Ministry of Education, France: *Reconnu d'intérêt pédagogique*

ASTD E-learning Institute: Certified



Call 800-765-4ESL to find out about DynEd solutions on USBs, Smartphones and Tablets.

About DynEd

DynEd is an education company. We provide educational institutions with the learning materials and training needed to offer quality, cost-effective English-language learning solutions to students at all proficiency levels.

The instructional design pioneered by DynEd is a significant advance over traditional textbook-based instruction, particularly at lower proficiency levels. DynEd's multi-modal, iconic approach is in line with the findings of neuroscientific research and is supported by extensive, real-world experience.

DynEd *specializes* in academic and business English. Our language models and varied practice activities keep students engaged at an optimum level with interesting topics, careful sequencing and multi-skill activities. Coordinated classroom activities and appropriate use of technologies, such as Speech Recognition, foster learning and make it rewarding and enjoyable. Progress is visible and measurable.

Our mission is to help students develop the English language skills they need to succeed in school and career.

»»» Contact Information:

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