

# PROMOTING LANGUAGE THROUGH RADIO

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**Research House UK**  
insightful analysis

# LARA Partners



University of Antwerp – Linguapolis



Radio Student Public Institute  
(Slovenia)



Abant Izzet Baysal University (Turkey)



New Style Radio (UK)



Foundation for Civil Radio (Hungary)

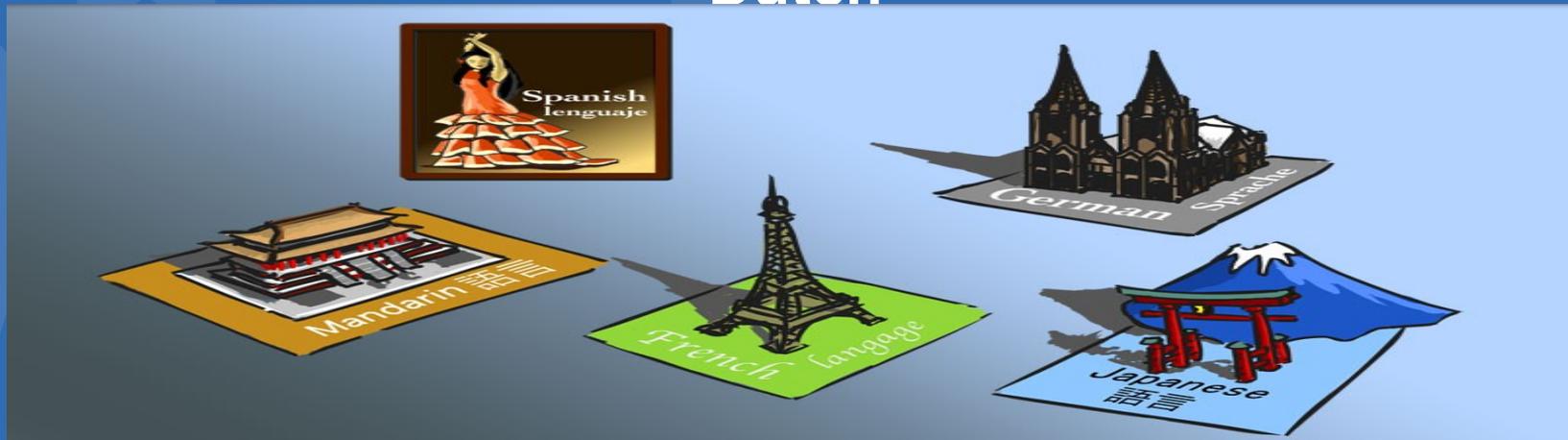


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# LARA Languages



German  
English  
Hungarian  
Slovene  
Turkish  
Dutch

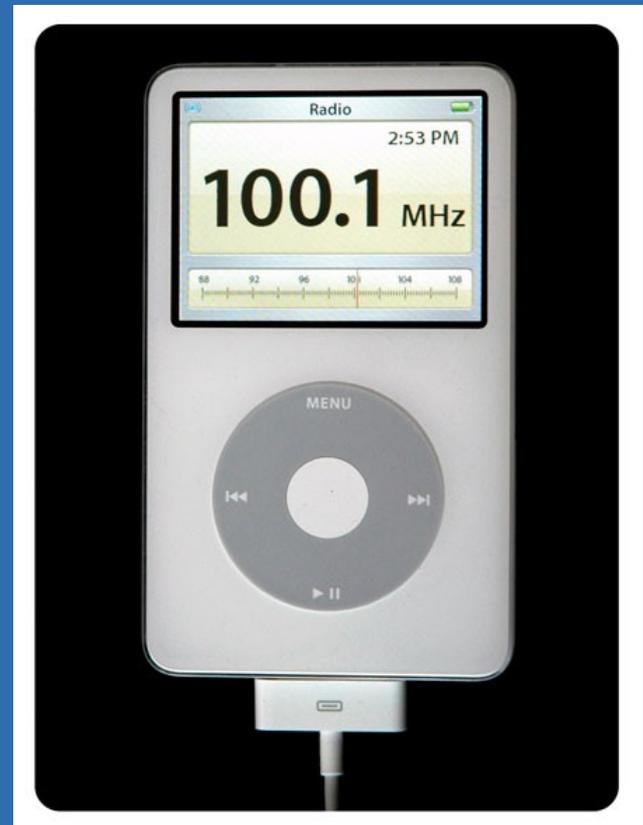


# Project Objectives

- To promote the use of languages using internet radio and podcasting
- To increase the access to language learning by providing “bite size digital audio format language clips” (mp3 files) which can be downloaded to PCs and MP3 players from the dedicated LARA website
- To develop an ‘exchange programme’ of language radio materials and language broadcast shows between European countries
- To disseminate and mainstream the new innovative methodology

# Radio in language promotion

- LARA uses the radio as a medium for teaching foreign languages because up to 94% of people regularly listen to the radio
- Radio keeps running non-intrusively in the background of the listener's daily routine at home, in the car, at the office etc.
- Radio provides a dynamic, accessible and relatively inexpensive teaching and learning tool that removes barriers to language learning



# Project Activities

- Production of the wide variety of radio programmes
- Broadcasting and making language materials available in respective transmission areas
- Coordinate the exchange of materials to create an entirely unique “umbrella radio network”
- Encourage the listeners to learn European languages through learning and entertaining programmes
- Create an Internet Radio Language Station

# Project Results



- Language radio programmes for mainstream radio stations
- Radio language games
- Internet radio website
- Podcast language clips
- Simul-casting language programmes
- Radio Documentaries on European cultures, language and multilingual environment
- Research on target group needs in terms of identifying the right level of teaching provision
- Good practice guide for educational organisations



# Innovation

- New ways of learning (ICT in Language Learning)
- New Audience (primary school children)
- New tools (Knowledge Presenter)

# Second Life



- Second Life is a 3-D virtual world entirely built and owned by its residents.
- Since opening to the public in 2003, it has grown explosively and today is inhabited by a total of 7,182,792 people from around the globe.

# Language Radio AVATAR





Thank you for your  
attention!

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