

Using Video In The Classroom

A Teacher's Guidebook



Why Video?

Video is a powerful tool in today's classroom. It provides strong context through which to teach. Meaning comes alive and it brings the outside world into the classroom and gives your teaching "reality". Video also provides all the paralinguistic features of language that audio only can't. Frank Smith noted that all learning stems from a "demonstration". There is no more powerful aid to learning, no more impactful demonstration than a video.

Nowadays, students are very much visual learners. Further, the quick spread of broadband internet access, is making the use of video in the classroom reliable.

Video is a medium which is replacing print – [Chris Anderson of TED](#) goes as far as suggesting it is a "revolution" transcending that of the Gutenberg revolution. It is changing both the way we learn and the way we interact with each other.



Video is indeed the new textbook. Teachers can now use video as the sole teaching material in their classrooms. It's affordable (free), widely available and highly motivating for students. It is also preparing students for the future workplace where writing is being de-emphasized and oral communication among different language speakers is a highly valued asset.

Without a doubt, video is the future for all of us involved in education.



Gone are the days where it took a high degree of technical know how and hours of set up to bring video into the classroom. Now the classroom is wired and connected.

It's an exciting time to be both a teacher and a student. The world is now our classroom.



3 Approaches To Using Video In The Classroom

1. Using only video and online learning

The teacher is a pure facilitator, manager and curriculum specialist. Students learn wholly through video online and designed exercises, practice. There is no in-class component.

2. Blending video into the existing curriculum and course.

Blended learning combines classroom teaching with online practice. Video is used online to re-inforce the in-class teaching. Equal importance and grades to both. Learn more about blended learning and also the flipped classroom.

3. Using video as a supplement for engagement or re-inforcement.

Videos are used only at the beginning of a lesson (to provide context and prompt student schema/background knowledge) or as supplemental material for the lesson (either inclass or as homework).

The teacher adds video that will supplement the existing course curriculum and provides context and reinforces the learning objectives. However, the videos are not part of the official curriculum.



How To Use Video

Videos can be used in many ways other than just one student at a computer. They should also be used as a “shared experience”, an in class teaching aide. Teachers should play video in the classroom and share it, as you would a book or any physical object.

Don't be afraid to pause, rewind or fast forward the video. Use it as a tool for reference of language and study points. Think of the video as a malleable material, like any other classroom learning material.

Generally video activities are divided into 3 main types or stages:

1. Pre-viewing. Activities done before watching the video. They help prompt student schema and background knowledge. Often a way for the teacher to assess student knowledge and interest.

2. Viewing: Students have a task while watching the video. They perform tasks and activities during the video, either with or without the teacher pausing the video.

3. Post Viewing: After watching the video, the students practice the language forms and vocabulary encountered in the video. Students might discuss, retell, roleplay or complete exercises during this stage.

Here are a list of practical ways to use any video in class. Try some and find what works best with your own students and for your own teaching situation. Good luck!
Your students will love it and you!

1. Discuss It. Give students some previewing questions for the topic of the video. Students discuss and prompt their background knowledge. Watch the video. Now, discuss again using some prepared questions. Surveys are a great addition also.

2. Just Do It. Students are given a viewing task. This can be some questions to answer. It can be a group of vocabulary items to find or some language to listen for. You might even make this interactive – give students some different tasks (ie. different vocabulary) and when they see/hear it, they stand up. Again, they sit down. Last one standing at the end wins!

3. Describe It. Always a fun activity but make sure to get your students to speak in a low voice. One student watches while others describe the action. Pause the video from time to time to allow students time to describe fully. Switch the student who is listening. Make sure to watch the ending of the video together. [Here's an example described.](#)

4. Report It. Students are reporters. List the 5 Ws on the board. After watching the video, the students must answer the 5 W questions. This also can be an excellent writing lesson. Also, get students making up their own post viewing questions and quizzing each other!

5. Listen For It. A teacher favorite. Teachers prepare a cloze version of the transcript (words are missing). Students listen for the words. Watch the video again, pausing and checking the answers together. Another option is to provide students with a graphic organizer or chart. They watch the video and fill in the categories.

6. Repeat It. A very interactive way to focus on pronunciation and form. Turn off any subtitles. Pause the video after a line and have the students repeat the line. If the video is a dialogue, assign different roles for students. Challenge the students to repeat the lines by only listening to the video, not watching. Also practice the present perfect tense (has/have just) by pausing the video and asking students, “What has just happened?”

7. Re-tell It. A very powerful way to acquire language. Students in small groups re-tell the story or the action of the video. One student starts and others must continue to re-tell by adding a sentence. Perfect for practicing transitions (First, Next, Then, Finally). Re-ordering activities are also great. Students are given sentences or pictures and must put them back in the right sequence while re-telling the story. Perfect practice for the past tense.

8. Revise It. Students love to “change up” the video. Students can role play the video and add their own twist, create their own version. Commercials work well for this. Also, write their own version, changing characters. For lower level students, prepare a transcript with words missing – students can add their own words to personalize.

9. Predict It. Prediction is a great language prompt and can be used with any video. Simply pause the video at a point and ask the students, “What do you think will happen next?” Students discuss and give their own answers. Provide a prompt for the students like

I (don't) think that _____ (won't) will _____.

Lastly, continue the video and see if the predictions were correct.

10. Teach It. Videos offer a great opportunity for specific language study. Choose a video that highlights and reinforces your lesson objective(s) (for culture, topics, functions, vocabulary or grammar points). Pause the video and use it to explain the language points. It provides real life context and examples of usage. Prepare worksheets and exercises to practice your language points. [Here's an example.](#)

Best Practices When Using Video



Always have students watch for a purpose unless your objective is to just have fun. A simple task will do.



3 minutes max. If longer, do a "no watch" activity and then watch another segment. Break up the viewing time.



Silent videos work very well as a prompt to get students producing language (speaking or writing).



SLS - Same Language Subtitles help students understand the spoken language and are good when teaching multi-level classes.



Students should be able to access the video from class outside of class time for review and self-study.



You'll be surprised how tech savvy your students are and using their smartphones they can make some superb English language videos



No video is a safe bet. ALWAYS preview completely and even this seemingly educational Nat. Geo. can quickly turn inappropriate. Don't ever be surprised.



Use videos your students love, harness their motivation by asking them about the videos they love and watch and use them in the classroom from time to time.



Use local videos when possible. The context and interest to students will be much stronger. Instead of Paul McCartney, why not Roberto Carlos when teaching in Brazil?



Learning. 1 second = 1 picture in video media, 30 frames per second x 60 = 1,800 pictures x 1000 words = 1.8 million words. Video context helps language learners!



Availability. 6 billion hours of video watched each month. You have a lot of choice but EC makes it easy to find the best stuff. We curate!



Mobile. According to Cisco, in the last three years, cell phone video traffic and watching has increased 5000% (Cisco). Students study more with apps!



Attention Span. According to Wistia, 90% of viewers will watch a full 30 seconds. For each added second, 2% drop off. Use short videos, on topic.



Captions. High frequency viewing of subtitled video leads to large improvements in fluency (Koostra & Beentjes, 1999: 56-8). Turn on students with captions!



Engagement. The average website visit is 48 seconds. With video it increases to 5 min. 50 secs! Video keeps student attention where text doesn't.



Content. 30% of videos account for 90% of views. Quality is important. Less = More. Choose content well and use the best. EC curates to help you.



Current / Currency. 100 hours of video uploaded on Youtube every minute! 30 new video lessons on EC each week. KCC. Keep Content Current.



Conversation. The perfect conversation prompt / starter. More than 50% of all videos are commented on or rated by users. Higher than any form of content.



Cool & Popular. Search Engine Watch reckons that by 2014, it's expected that 90% of Internet traffic and 66% of all mobile data will be video. Students R motivated!



Cost. In 1956, video recorders were sold for \$50,000 and videotapes cost \$300 per one-hour reel! Now it's free! EC Premium is the price of a few cups of coffee!



Control. Video is asynchronous and learners can control the learning experience. 250,000,000 lines have been spoken so far on EnglishCentral. Join us!

12

Ways To Use Silent Video In The English Language Classroom

Using video in the classroom is very motivating and affective. It pipes reality into the 4 walls of the classroom. Silent video too can be an excellent prompt to get students doing productive activities (speaking / writing) in the English language classroom.



Here are some great ways to use silent videos in the ELT Classroom!

1

BACKDOOR



Choose a few students and have them turn with their backs to the screen.

Play the video. As the video plays students need to describe the action of the video to the students with their backs to the screen.

As necessary, write down on the board words/ expressions that will help students communicate.

After a few minutes or at a convenient point in the video. Stop and change the students who aren't watching. Continue playing the video.

Finish the last part with everyone watching the ending together - makes for a great finish!

3

VOCABULARY STUDY



If a picture says a thousand words, than a video has a lot of vocabulary for students to learn!

Teachers can select some key vocabulary in the video and pre-teach the vocabulary. When watching, students select one of the vocabulary items and stand / sit each time it appears in the video.

Alternatively, have students take notes while watching. What vocabulary do they know and can share with their classmates?

2

PREDICTION



Prediction is an essential tool in the reading teacher's tool kit. However, it can also be very effective for watching videos with strong narratives. Plus it can make an instant lesson!

Show the students the name of the video. Ask them to tell you what they think the plot of the video will be, what will happen.

Play the video and stop at a change in the action/plot. Ask the students to predict what will happen next?

Students share their predictions with the class. Or once they know the method, they can share and predict in their group.

Continue the video and see which students had the correct prediction!

Continue stopping at changes in the action and asking students to predict the outcomes and what will happen next.

4

STORY RE-TELLING



Students after watching the silent video can be asked to retell the story in their own words.

Teachers can aid student retelling by providing picture prompts and flashcards which students can put in order then use to retell in their own words.

5

ROLE PLAYING - Make a play

Silent videos with characters can inspire students to make a version that has dialog and speaking.

Students can write a script for the video and be playwrights.

Perform the play(s) in class. Each one will be unique.

Alternatively - have students draw a comic version of the silent video.



COMPARE & CONTRAST

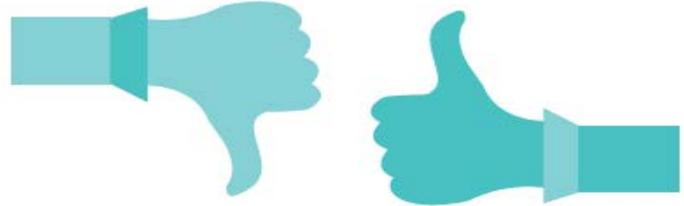


Video appreciation lessons work so well.

Chose 3 very different video shorts.

Create a checklist or rubric which students will use to evaluate the videos. Watch and students complete the form.

Students make sentences sharing their evaluation.



SEQUENCE

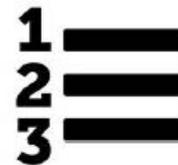


Silent video can be used as a backdrop for students to apply a written script.

Provide students with sentence strips describing different parts of the video.

As students watch, they put the strips in the order they appear. Play the video as many times as needed.

Replay the video and have students use the sentence strips to narrate the video short.



REMIX

Don't underestimate your students' video production and editing skills. Nor how they'll respond to the challenge of creating their own video version inspired by a silent film.

By eliminating the need for audio students can be challenged to change the original video. Bring it up to date, make it say what they want.

Put events in different order or add, delete parts. Even photoshop elements of the original video.

Make it a competition and have a showing of the best productions. Invite other classes.



ENJOY!



There are times when it is appropriate to just watch the video and enjoy it, savor it.

Too often I think, we teachers over plan and stuff the experiences of our classroom too full.

Many times we should just let students watch the video and then go from there. Maybe discuss certain aspects of it after or just ask students after watching to list the 5ws - Who / What / Where / When / Why



MIME

This is a different version of backdoor.

Select one very outgoing student with good listening skills to play the class actor or "mime".

Put a blindfold on the student. Play the video.

Students describe the action and the class "mime" must listen and react - act out the scene described.

Can be loads of fun!





Caption Writing

Students can be challenged to write the captions for a silent video.

It can be as simple as doing a voiceover of the original.

Students use a storyboard and sketch in the scenes and underneath write in their captions.

Play the silent video in class while each group of students narrate and do their live voiceover. You'll have lots of different versions!



Write A New Ending OR Extend The Story



Alternate endings can challenge students and you'll always be surprised by their creativity.

Ask students to write out a new ending or alternatively, continue the story by writing a new part. Get students to share their versions with their classmates.



View our interactive Best Videos presentation for our Top Picks!

EFL Classroom's Recommended Video List



[Top 100 list](#)



Important video related terminology



Affordances: the relationship and actionable properties between the technology (tool) and the user. The possible uses of a technology.

Asynchronous: video that is not “live” and which can be reviewed and manipulated as desired. Ex. Vimeo, Youtube, Netflix, Screencasts

Blended Learning: curriculum (content and instruction) that is delivered at least in part through digital media which provides students control over the time, pace, path or place of learning.

Compression: how the video is packed into a smaller space to reduce its size so it can be more easily shared. Video has different levels of compression which effect its visual and auditory quality.

Digital Literacy: the ability to find, evaluate, utilize, share, and create content using information technologies and the Internet. Students need to be taught how to properly and responsibly use digital content.

Digital Native: term first used by Marc Prensky (2001) in reference to youth and their differing learning styles and aptitudes regarding technology. Controversial term that seems to suggest innate qualities for using technology. Now being replaced with the less extreme term – “Digital Resident”.

Kinetic Typography: videos created with and expressed by animated text. Text is almost like “concrete poetry” and shows the meaning of the audio in creative ways.

Remix: a video inspired by an original but which has been changed in substantial ways and made into a completely different version. See the Remix Manifesto

SLS: “Same Language Subtitles”. Subtitles that best help learners are those that reflect the actual spoken words of the video. The opposite of “dubbed”.

Synchronous: video that is “live” and streamed or used by the audience at the same time. Ex. Video conferencing, skype, video chat, streaming services. Tv/web broadcasts

The Flipped Classroom: a pedagogical approach where the lecture and homework elements are reversed. Students first as homework watch a video showing instruction. Then, in class, they do their homework and get teacher assistance. Read more here ...

Video Based Learning: learning where video is the primary media through which students interact and learn. Many large MOOCs, online courses, platforms use video as the primary form of instruction. Similar to “Digital Learning” or “Web Based Learning”.

35 Examples Of Video In The Classroom



Here are some top videos illustrating how many unique ways you can use video.



Always a winner! A must watch and students learn how verbs can be used in different ways.



Videos are great lesson "openers" for a lesson and can inspire and "speak a thousand words".



Students learn the names of countries and videos are essential for low level vocabulary learning or ESP courses.



Showing is much more effective than explaining. Use Jing or Screenr and show students how to do their homework or even provide feedback on their assignments.



Get students singing along with the many great chants available in video. Half the class chants one part, the other, the other part.



Split screen style videos instantly show students contrast and help teach metaphorically



Contrast different meanings on screen. Students instantly see how phrases convey the meaning.



Adding English subtitles attractively really helps contextualize the video.



Videos convey "scenes". Often students can learn how to describe different places.



View many funny videos about pronunciation problems. They teach students important points about speech but in a fun way!



Use segments of popular TV shows in class. Real language with narrative that helps students acquire language.



There are many authentic videos out there that are appropriate for beginners! Start digging.



Students love music and even more, creative videos which highlight the language of the music video.



Poetry with images in a video really is powerful. Try Billy Collins for some fine examples.



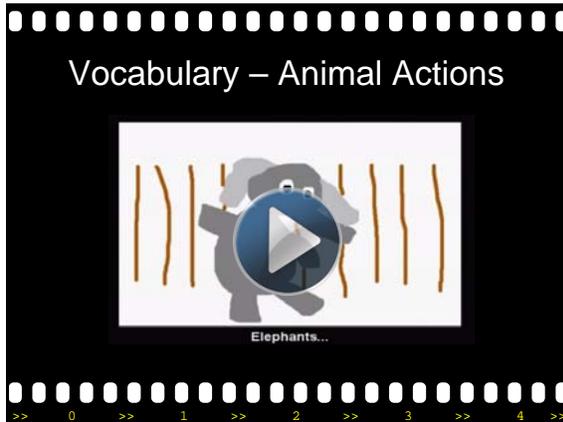
Instructional videos are perfect and have defined steps. Test student recall of the steps!



Grammar can be illustrated through many repetitive videos and commercials.



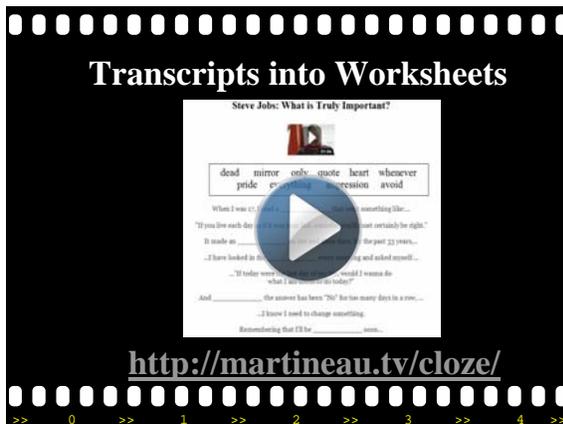
Vocabulary illustrated through subtitles in favorite cartoons is very engaging.



Vocabulary can be taught through many popular, repetitive music videos.



Test student listening skills by asking them to listen for sets of vocabulary that include some words not spoken.



Many videos have transcripts and that makes it easy to make a quick cloze worksheet.



Show a number of video shorts and with a rubric, ask students to evaluate them and be prepared to support their ratings.



A big part of digital literacy is media awareness. Show commercials and have students think critically about the messages.



Literal music videos have lyrics that replace the original and are "literal", describing exactly the action in the video. Lots of fun and learning.



Students can easily make a doodle video, drawing pictures for each line in the song.



Show a video highlighting an important issue. Students take notes then take sides to debate.



It's not too difficult to add audio to a ppt and produce your own attractive video.



Flip the classroom by recording your lectures and getting students watching them as homework. Class time is homework time.



Skype the world into your class! Connect students to other classrooms around the world while communicating in English.



Interviews of people around the world really teach students so much beyond just English.



Turn off the volume. Students can be the narrators or describe the action.



Books are now in video form too. Listen to people read their favorite storybooks.



Pause the video and stop at appropriate places. Ask students to predict what will happen next.



Subtitles can be added in very innovative ways, bringing the language even more alive.



Visual lyrics that also scaffold the meaning of the words is highly popular with students.



Every language has popular singers that also sing in English. Students will be inspired by their idols performing in English.



50 Ways To Using Video In The Classroom



What Gutenberg did for writing, online video can do for face-to-face communication.”
— Chris Anderson, TED

Video is in the ascendency and in just 5 or so short years after Youtube launched, the video learning and teaching revolution is upon us. Video is the new textbook, offering reality and language modeling like a book never could.

Here are some of the best ways to use video in your teaching. Each item has an example that you can view to get an idea of what is being recommended.

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1. Engagement. Get students excited and primed for the coming lesson objective or topic. Video works like a charm. What about this one for teaching about animals?
[View it.](#)

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2. A writing prompt. Short videos are great material for the age old remark of students – “Teacher, I have nothing to write about.” It guides them and they can write about the story or content of the video. [View It.](#)

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3. Sending voice email. Trouble getting students to speak in class? Well, they won’t hesitate to turn on their cam and send emails to their friends, in English! It’s easy and just use this handy, safe Video email page. [View it.](#)

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4. A time filler. A day off. A Reward. Lets face it, teaching is hard. Once in a while, you just need to turn something on and if well chosen, the students will enjoy and learn. Lots of great short videos to choose from but best to use same-language-subtitles.
[View it.](#)

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5. An Instructional Aid. Sometimes you have to explain something to students who aren’t in class or maybe missed the class. Try a screencast and show students the material and their tasks. It is easy to do and the easiest is to produce a video with Screenr.
[View it.](#)

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6. Backdoor. Great for getting students to speak and use language. In pairs, one student views and describes to the other student who has their back to the screen. Alternate every few minutes and circulate to give help with vocab (or just write it on the board as needed, students will see you and use to describe the action. Mr. Bean is perfect for this!

[View it.](#)

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7. Describing a scene. There are video cams and CCTV everywhere nowadays. Students will get so motivated watching something real and trying to talk about the scene, the action. Lots of great cams for this activity. [View It.](#)

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8. Students make a doodle video. It's easy to do and read about it [here.](#) Students each make a picture for one line of a song. Put them together and then make a movie. Inspiring for all students and great for team building. [View It.](#)

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9. How To. Show a how to video and have students repeat the steps and then explain to other classmates how to do the steps to complete the process. Recipes, dance steps, origami, sports – you name it! Check out [ehow.](#) [View It.](#)

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10. Share An eStory. Video is a powerful way to tell a story. Even more engaging, powerful animation as a story. [Here's a nice start.](#) Play the video and pause and have students retell what happened. After, retell the story together. [View it.](#)

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11. Debate It. Admittedly for higher level learners, videos make perfect background for live debates in class about a topic. They get students thinking about the issues and then brainstorming on their own before the live debate. Try Truetube. [View It.](#)

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12. Tell A Story. Get students to record themselves telling a favorite story or reading their favorite book. Share them online and make your own library. [View It.](#)

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13. What will happen next? Prediction is a strong language teaching technique that is perfect with video. Play the video and then stop part way and ask students to predict what will happen next. Works great with commercials. Try these preset videos.

[View It.](#)



14. As a hook. Much like engagement, video hooks students and will make the lesson to come seem relevant and important. I've used simple magic tricks to great effect.

[View it.](#)

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15. Plain old inspiration. Videos inspire and make students see what is possible in the big, wide world out there. Teach hope, the hope to be. [View it.](#)

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16. Vocabulary building . Videos provide extraordinary context and “reality” for learning vocabulary. It is like the students are right there. List important words from a video and have students circle or order them as they watch. Then use as cues to retell.

[View It.](#) Or [View This.](#)

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17. Dialog role playing. Play the video first. Replay, stopping after each line and having students in that role, repeating the lines. Then replay without the sound on and have student re-enact the dialog. Works great! [View it.](#)

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18. Traveling the world. Video takes students places, they can travel and experience the world, from the safety of their own classroom! Even learn a few country names along the way [View It.](#)

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19. Honing Listening skills. Listening is probably the most important skill - it drives all learning of language. Videos offer a plethora of great audio that is scaffolded by visual context. Use a video to test and challenge your students' listening skills. [View It.](#)

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20. Fostering student creativity. There are so many imaginative videos out there! Show them to your students and challenge them to be as creative. You'll be so surprised at how they "think outside the box". [View It.](#)

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21. Learning Grammar. Videos are packed with grammatical language. Choose a video which highlights the grammar you want to focus on and design activities around it. Grammar is not just something that comes in a textbook - it is living/alive! [View It.](#)

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22. Interviewing. Video brings all kinds of interesting people into your classroom. After watching interviews, students can voice over the interview with the video's sound off. Or if you are ambitious, skype people into your classroom and your students can interview them! "Real" practice! [View it.](#)

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23. Learn Verbs. Loads of videos out there that allow students to describe actions and practice/learn English verbs. Cartoons are great for this, full of actions. [View It.](#)

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24. Commercials. No better videos to show than commercials. Highly stylized, simple language, universal genre - they make the perfect language learning material. [View it.](#)

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25. Discussion. Videos provide strong background for a topic. After, students can discuss the issues of the video using teacher provided discussion questions. [View It.](#)

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26. Learning Numbers. Sounds like a simple thing, no video needed? Not really. When [learning numbers with a context](#), they are acquired much better. Plus it is much more fun! [View It.](#)

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27. Comprehension. Video is great but much greater if you check student comprehension and keep them engaged so they view for language meaning. Prepare a list of comprehension check questions for students and you are set! [View It.](#)

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28. Music Videos. Students love music and using music videos with lyric sheets or visual text is a wonderful way to teach language. [So many great "text"songs](#) out there. [View It.](#)

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29. Turn students into producers. Almost every cell phone these days has a camera. Students can produce their own videos and use English for a purpose. Loads of fun and so effective. [View It.](#)

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Basic TEFL Certificate Course
Basic TEFL Certificate Course: A 15 video module course

Start Learning Now **Free**

30. Watch a Full movie. Movies are videos, aren't they? Just longer ones. So why not "deep watch" a movie? Take a piece of a movie and use it each part of a lesson. It can be a thread for a whole course or semester. [View it.](#)

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31. Shadowing. This technique is one used by many teachers. Students watch/rewatch the video (use video instead of audio!) and then "shadow" or record the lines, trying to mimic the speech of the original speaker. [View it.](#)

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32. The 5 Ws. Current events are great in the classroom! Play a short news clip and ask students to note the answers to the 5Ws. Replay and take up the answers. [View It.](#)

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33, Get Literal. Literal videos replace the original audio with a "literal" description of what the characters are doing. Loads of fun and if you are ambitious, get students to make their own literal videos! [View It.](#)

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34. Learn Chunks. Videos bring authentic language into the classroom. Authentic language is full of "chunks" - groups of words that express an individual idea. Watch a video and have students note/notice the "chunks" of language. [View It.](#)

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35. Hidden Challenge. The listening cloze is a staple activity. It is even more powerful with video, much more so. If you also don't want an image with the audio, just turn students around/blindfold them or turn off the projector! [View It.](#)

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36. Get cooking. Recipes and food are great topics. Ask students for a recipe and then watch a professional tell how they make it. Lots of food videos out there - [here](#) are some suggested sites. [View It.](#)

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37. Make a music video. Your students will love this and have a lot of fun. They'll remember it forever and also every line of the song they perform. Start by showing the original video in class and then asking students to write, then film their own versions. [View It.](#)

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38. Learn about something. CBI is a great way to motivate students and learn English through immersion. The focus is not on learning English but learning the topic. So many videos out there with topical content that will engage your students! [View It.](#)

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39. Give student feedback. I have started using video to give my students feedback on their essays and projects - it's easy and much better. More personal and students learn language at the same time. Even takes less time! Use [Screenr](#), record your computer screen with the essay/project/report card/item showing and give your feedback. Send the student the link. Voila! [View it.](#)

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40. Lastonestanding . A classic game that's easy to play with a blank piece of paper. Chose a video or music video with lots of repetitive language. List the words on the board. Students choose one word and write it on their piece of paper. Play the video and students stand or sit when they hear their word/expression. Last ones standing win! [View It.](#)

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41. Differences / Similarities. There are many videos that offer up the possibility of naming differences and comparing. Stretch your students thinking skills! [View It.](#)

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42. Dictation. Videos have great audio that you can use as a dictation exercise with students. Play fully through one time and then repeat, stopping on each line as students write the line down. Take up. [View It.](#)

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43. Being Different. Video brings the lives of other students and people into the classroom. It allows students to empathize with and imagine those who are different. We don't just teach language, we teach life! [View It.](#)

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44. Learning History. Video captures past reality and makes it objectively available to us as classroom content. Even better than a book, it can bring you there. Use history as content to help students learn English and understand the world. [View It.](#)

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45. Self Study. Let's face it, it takes a lot of practice to master a language (10,000 hours?). Students need time to self-study and video allows the teacher to be outside the classroom and guiding students (Flipped Classroom model). Try this blended learning approach. [View It.](#)

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46. GIF it. That's right, use .gif images. They actually are video - just very short ones! They abound on the web and present a very short snapshot of a scene/act. Present them to elicit student language. Bonus is they are usually hilarious! [View It.](#)

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47. Learn about the [power of words](#). Language can be so powerful. Motivate students by impressing upon them the power of language and how important it is for their own success in life. [View It.](#)

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48. Go KT. Kinetic Typography is a booming design feature that allows words to be visually presented in video. Amazing stuff for any language teacher, combining words, audio and image [View It.](#)

.....

49. Read Alouds. Everyone young or old loves to be read to. There are so many great places online where students can be read to and get authentic language input. . [View It.](#)

50. Changing and inspiring the world. Videos make a powerful statement. Students, especially teenagers, want to make a difference and making a video will allow them to. Plus, they'll learn a heck of a lot of English. Plus you the teacher will never forget this activity, ever. Put it in your digital teaching portfolio. [View It.](#)

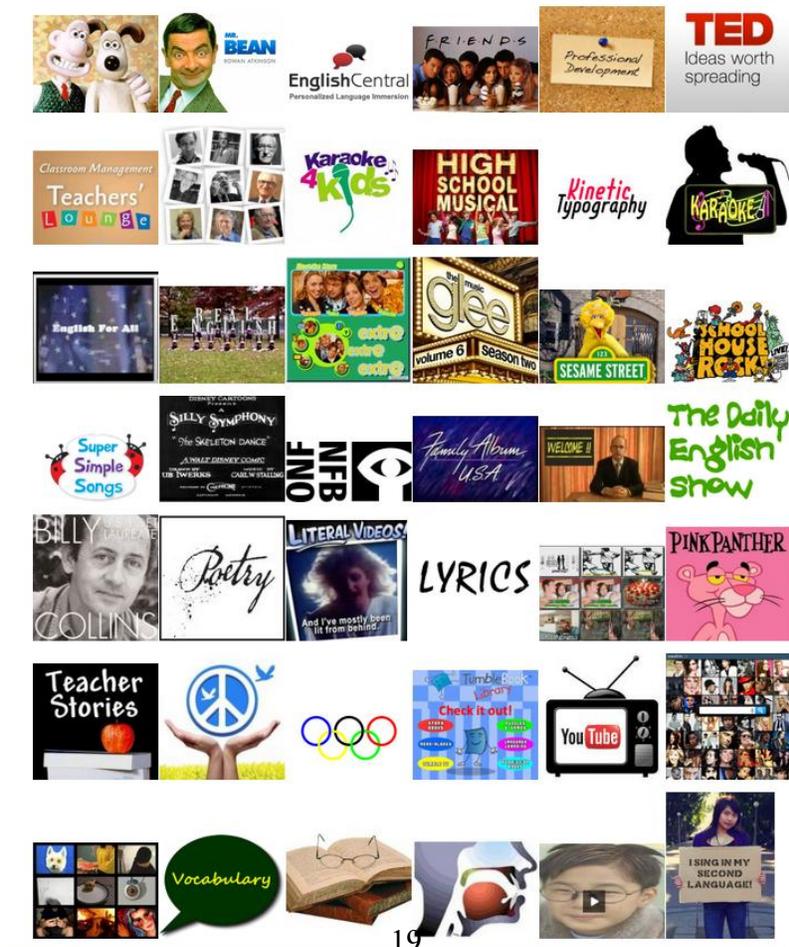
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Many more videos on our [Video + page](#) or our [video library](#).



Using Commercials In The Classroom

A Complete Guide



Why Use Commercials In The Language Classroom?

Commercials are the perfect material for teaching English, especially the “right” commercials!

Now that video is becoming a dominant media for bringing reality and context into the language learning classroom – it is time to start using them to their full potential.

Teachers should use commercials because of



1. Context.

Commercials are professionally produced and highly contextualized nuggets of meaning. Students can easily understand the context and this helps scaffold their language learning. You’ll find commercials which will cover almost any language point, theme or situation.



2. Length.

Commercials are short, usually 30 seconds. They don’t waste time and quickly get all students to focus around a singular goal. Their length gives teachers the flexibility to repeat, replay, review many times and recycle the language learning experience.



3. Expectation.

Great lessons include an element of “bingo!” or “gottcha”. This is key to student engagement and most commercials are designed with moments of “surprise”. They immediately motivate and capture the attention of students. They are “fun” and students love them.



4. Genre.

Commercials are familiar no matter what culture / country they come from. Students will understand all the conventions of “the commercial”. It won’t be an alien experience and this background knowledge helps students focus only on language. Commercials are specifically designed to be simple and direct in getting their message across to audiences across a wide cross section.

★ 5. Content

We don't just teach language, we also teach "ideas" and content. Commercials are perfect for discussing issues and for helping students develop digital literacy skills and especially media awareness.

★ 6. Cost

They are pervasive, they are free! Yes, companies and organizations *want* you to watch these for free, no payment needed. No copyright issues involved here – just download and use directly in your classroom offline.

Ways To Use Commercials In Your Lessons

✔ Engagement

Commercials are the perfect way to introduce a lesson topic or a unit of study. They prompt student schema and background knowledge and teachers can follow up with an activity on the same topic after introducing with a commercial.

Resource: [BFF Jill](#) is a commercial that would be perfect lead in for a lesson on textmessaging. Get Ss to write a story in "text message". Then have other students decode their text message story.



✔ Media Literacy

It is important that students learn to understand and critically think/interpret commercials. So take the time to ask students about the commercial and how it might effect them or others.

Resource: See [MediaWise](#) - an excellent animation about commercials. Also my [Commercial Analysis sheet](#) that students can fill out after watching.





Roleplays

Students can re-write the commercials and make their own versions. These are often incredibly hilarious and get them using the same technique as the original commercial but with a different product.

Resource: use this handy [blank commercial sheet](#) I made.



Vocabulary tasks

Commercials are strongly situational and thus provide a perfect opportunity to focus on thematic vocabulary. List some vocabulary on the board - some in the video and some not in the video. Have students watch several times and circle/check the vocabulary that is mentioned. Or also have students choose a vocabulary item from those in the video and they can play - [Last one standing](#). They stand/sit when their word is mentioned / seen.



Resource: [The Force Be With You](#) is a video you can use to teach places in the home. Here's a [lesson sheet](#).



Prediction and guessing

Pause the commercial just near the end. Get students to either predict the ending or guess the product. The majority of commercials these days have surprise endings so commercials are perfect for this kind of language prompt.

Resource: [Thai Tuna commercial](#) is great for this. Just stop before she gets into the elevator! Also could be used for Media literacy/awareness or discussion.



Resources

Use this flipbook full of more activity suggestions and commercials you can use in your lessons. Also, my [Using Video In The Classroom Guide](#) is chalk full of activities for using video which also work for any commercial!



Suggested Readings And Resources

1. [EnglishCentral Commercials videos and workbook](#)
-- students "speak" the commercials and teachers can set up a class page.
2. EFL Classroom 2.0 [Resources](#), [Blog Posts](#) and [Search](#)
3. [Golden Lion Awards Venice](#) (best commercials) – [Main Page](#)
4. [Media Resources](#)
5. eHow - [using commercials to teach English](#)
6. [Admongo Lesson ideas](#)
7. [Vocabulary for Commercials](#) | [Media Awareness vocab flashcards](#)
8. Commercials: [Lesson In A Can #14](#) (for EFL 2.0 Supporters)



ANALYZING TV COMMERCIALS

“The medium is the message” – Marshall McLuhan

In this lesson, we will look at TV commercials and ways to introduce and use them in the classroom.

We will try to understand commercials and the ways the messages they contain.

Activities will include: Watching commercials, Watching for Media messages, Making and presenting your own commercial



1.  Let's watch [4 commercials](#). Which commercial do you think is the best? Why?

Commercial

Why I think it is great.

2. Commercials are powerful media tools. They inform and shape minds, especially the young minds of our students. Let's watch the video – [Media Wise](#) and learn about some of the ways commercials influence us.

After, complete the quiz and see how “Media Wise” you are!

NOTES

1 An ad is a commercial that tries to sell you a product.

TRUE or FALSE

2 Why is learning about commercials an important life skill? (Choose only one answer)

because commercials teach you about life

because commercials tell you what tastes the best

because you need to learn how to make good buying choices

because you need to learn which commercials are the most expensive

3 What does it mean to jump on the bandwagon? (Choose only one answer)

to jump onto a wagon

to do the opposite of what others are doing

to watch commercials

to do what other people are doing

4 If a commercial played your favorite song, which technique would they be using? (Choose only one answer)

music

powerful language

colorful packaging

famous people

5 A commercial for cereal has a cartoon character on the front. Which technique was used? (Choose only one answer)

music

powerful language

colorful packaging

famous people

6 If you were watching a commercial with Michael Jordan, which technique was used? (Choose only one answer)

music

powerful language

colorful packaging

famous people

7 If a commercial makes unclear claims about a product, they are using which of the following? (Choose only one answer)

music

powerful language

colorful packaging

famous people

8 What is the BIGGEST reason that companies make commercials? (Choose only one answer)

because they want your money

because they care very much about you

because they want you to be happy

because they want you to be healthy

9 An advertisement in a magazine is called what? (Choose only one answer)

a print ad

a band wagon

a commercial

a product

10 What is the BEST way to find out if a product is good? (Choose only one answer)

watch the commercial

ask a grown-up who has tried it

listen to the jingle on the radio

see if it has an ad in a magazine

1-5 = You need to wisen up! 6/7 = You are pretty aware 8-10 = You are in control!

Analyzing Commercials.

Commercials have specific purposes. They want _____

_____.

They have 3 specific components.

1. **Who** – Target Audience.
2. **What** – The Content or Message
3. **How** - The Hook. How they get the audience's attention.

Watch [the following commercials](#) and as you watch. Fill in the chart below and discuss with a partner afterwards. Which of these commercials did you like best? Why?

	Product Name	Target Audience	Hooks used	What is the message?	Effective? Why? Why not?
1					
2					
3					
4					

PRACTICE

Read and Practice this commercial. Perform it for the Class!

A: I've been worried about my _____ recently.

B: Really? What's the matter with your _____?

A: Well, it isn't _____ enough and I don't know what to do.
Do you have any idea?

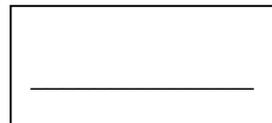
B: Yes, I do. Have you tried _____?

A: No, I haven't. Does it make _____er?

B: It sure does! I remember when I was worried about my _____.
One day someone told me about _____. I started
using it and now everybody in _____ tells me I have the
_____est / most _____ in
town!

A: Thanks for the advice. I'll go out and get some right away!

B: You won't regret it!



EFL CLASSROOM 2.0
"When 1 teaches, 2 learn"

Comprehension: FACT OR OPINION?

It is important to be able to tell when a commercial is being true and using facts or when they are just stating an opinion. We should watch commercials with a critical mind. How good are you at this skill?

Read the statements given and determine if they are facts or opinions.

It is fun playing computer games. O

More people own blue cars than pink cars. F

People who are 40 and older are old. O

Summer is the best season because school is out. O

Teenagers are younger than adults. F

Pencils are easier to write with than pens. O

Pepsi is the best kind of pop to drink. O

Spiders have 8 legs.F

We get milk from cows. F

Traffic in big cities is awful. O

Students get a better education at this school. O

Some schools have 200 students. F

Ice cream is kept cold in a freezer. F

Flies are annoying when they are inside your house. O

Many people work Mondays through Fridays at their jobs. F

Cameras are used to take pictures. F Exercise is good for your health.F

Teachers should allow students to use calculators during tests.O

Farmers grow many different kinds of crops.F

It feels good to sit outside in the sunlight.O

Many people order pepperoni on their pizzas.F

My dog is cuter than anyone else's.O

Pizza tastes better than fish.O Saturdays are the best day of the week.O

It is important to read newspapers to keep up with what is going. O

It is harder to divide than multiply numbers.O

The sun rises and sets every day.F The sun warms up the earth. F

Many people work Mondays through Fridays at their jobs.F



Available to paid supporters. 100s of videos + lesson materials.

- Wallace and Gromit
- # 131 – SplitScreen: One Day In The Life (beginner)
- NFB Short Instructional videos
- The Sweater – a lesson
- The Cat Came Back
- #113 Words, Words, Words (High Int.)
- The #1(short video for Teens)
- George & Rosemary
- Movie materials GALORE.....
- #119 Making a P and J Sandwich (Low Int.)
- #6 Where In The World Is Matt (Low)
- #125 Man vs Nature: The World We Live In. (Intermediate)
- Partly Cloudy
- The Big Snit
- What is a moment?
- Lesson in a Can #129
- #136 Did you know? (high intermediate)
- # 130 – Forgotten (Home) (Low)
- Animal Face-Offs
- Alarm
- Pigeon Impossible
- Paperman
- La Luna – pixar animation
- Day & Night
- Monster Inc. Pixar

- Ormie the Stubborn Pig
- Knick Knack
- Oktopodi short animation
- For The Birds – Pixar
- Pixar Compilation
- A great video based lesson: The Pavement
- KARAOKE DIALOGUES – Great Practice!
- Gopher Broke – Pixar
- Presto animation – Pixar
- literal versions
- Taylor Swift gives advice – Be Brave
- The world is listening – Rihanna
- Lifted Pixar Animation
- Mike Gets Up at 7:30
- Recommended Videos – EFL CLASSROOM 2.0
- I have a dream – Martin Luther King Jr.
- Friends Furever
- I wish commercial lesson
- 4 Commercials – Analysis of Commercials
- Using Commercials in the EFL Classroom
- #34 Mr. Bean’s Christmas – Video in the classroom (Low)
- #122 – The Snowman – Christmas
- #61 Using current events – \$100 Laptops (High Int.)
- #112 Describing people (High Int.) – Multi Platform Male
- #116 – This Is The Truth (commercial) (High Int.)
- #117 The Incident at Tower 37 (Int.)
- #120 Getting Started – Procrastination (Intermediate)
- #123 The Force Be With You – Commercial
- Lesson In A Can #124 – Simply The Best

- #128 – Protect Your Dreams (intermediate) – Film Pursuit Of Happiness
- # 134 7 Billion People (Intermediate)
- #137 Guatemala (high intermediate)
- # 138 The Runners (Intermediate – Adv)
- #139 Cheap Bananas High Int. – United Fruit Company
- #142: Pringles Practice – Commercial
- Discovery Commercial: Its an awesome world (Boomdeyada) – EFL

CLASSROOM 2.0

- Media Wise – Media Literacy lessons
- Not A Box – Synectics
- Mr. W – being different –
- Best Movie Lines
- Lesson In A Can #5: Mr. X’s Day Off – Routines Beginners
- Teach with Old Spice – Commercial
- State Your Opinion – Video Activity
- The Pink Panther – Materials
- Road Runner Verbs
- Black Hole – What Next?
- Giving Compliments – Validation
- How to Build an Igloo – Steps
- Best Photos of All Time – PPTs
- Symetry – A video based lesson
- Why learn English?- Reasons
- Sean The Sheep – Materials
- Penguin – Book + Video
- Fear Of Flying – Animation Story
- Making Maple Syrup
- CAN city
- InFligh Safety Demo Videos

- The Lego Story
- Video+ Directory of pages

All our video pages and resources on one user friendly page.

- Seinfeld – Marine Biologist
- Dinosaurs
- VOA videos and workbook
- Using High School Musical to teach English
- When I grow Up – careers/jobs
- Extra English Series
- The Power of Words
- Job Interview Blank Dialog
- Prediction: Stop and start and ask – What happens next?
- Asking for an opinion
- Be More Human-Commercial
- Food in Britain
- Prospect – sci-fi short
- Paper Planes Official Trailer
- Rewrite the commercial
- Unbroken – Motivational Video Trailer
- The World Is Awesome. – Nat. Geo commercial
- The History of The Beatles
- Useless Facts
- Graduating Words – speeches
- Marilyn and N°5 – History commercial
- Celebs New Year's Resolutions
- Speed Dating – Commercial
- The Wind and the Sun
- Terry Fox ESPN
- When I grow up ,, – future

- Simple Past Exercise – commercial movie
- Rocky IV Speech – film movie
- Animated gifs – mini movies
- 20 things Americans Can't Live Without
- Benjamin Zander – A Lesson
- Guess What's Happening
- Onions and Garlic NFB fable
- Mr Bean – Getting Up
- 1952 Commercial – rewrite
- Mr. Bean – Many lessons
- Life's A Box Of Chocolates – Forrest Gump
- Forrest Gump Running
- United Breaks Guitar
- Surprise – Commercial full length sequence
- GOOD NEWS BAD NEWS – activity book
- All Summer in a Day – Sci Fi classic
- Mistakes In Movies
- A Life InBTween (subtitles) – teen animation
- The Explorer – National Geographic
- Comparing Commercials – why do we work so hard?
- A Cowbell Lesson Example – Ireland
- The Explorer – Nat Geo commercial
- Live The Life – Vocab. Videos
- Featured Resource: Weather and Clothing
- It's Not A Box! Part 2
- Authentic videos – any authentic ideas?
- Blank Dialogues – Workbook
- The Flat Life – Using silent video in language teaching....
- The 10 Safest Cities in the World

- Sometimes – Nat Geo Commercial
- If I Ride – video lesson
- Pick The Flick – Movie Quiz
- The Pursuit Of Happyness – Job Interview
- Mr Bean Gets Ready
- It's A Wonderful Life–George visits Zuzu
- Live Curiously Nat Geo Commercial
- Newsround BBC 5 Ws activity
- Dumb Ways To Die – PPT and video
- Seinfeld – You're a cashier!
- Scent Of a Woman – Al Pacino Speech
- Failure – Michael Jordan
- The Bridge – rewrite roleplay

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EFL CLASSROOM 2.0

"When 1 teaches, 2 learn"



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Paid
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50 Ways To Use



EnglishCentral offers teachers and students so many opportunities to teach and learn. We aren't your standard ed tech "one trick pony" but built by teachers for teachers.

Here are 50 ways to use EnglishCentral. Dive in and try a few when the spirit moves you. They'll still be here for more browsing and learning when you return!

1. Check the ranking page. See where you or your students stand against the class or against the whole world. Filter by first language group. [Find your ranking >>>](#)

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2. Show a video with the sound off. Let your students produce the dialogue or narrate the video. Videos are wonderful speaking prompts. Use with the video transcript we provide. [Here's a great one to use >>>](#)

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3. Focus on pronunciation perfection. Each student gets a pronunciation profile that is built after they speak 100+ lines. Red and orange phonemes indicate more work can be done and students should click to do the practice courses there. [Read more >>>>](#)

.....

4. "Listen In" to student recordings. We allow teachers to access all the video lessons students have spoken. Teachers can listen to what they students sound like and also the feedback that EnglishCentral gave the student. Just hit the "Listen In" button on the class reports page (under the "videos spoken" report). It's a great way to learn more about your students! [Learn More here >>>](#)

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5. Focus on Academic Vocabulary! We allow students to increase their academic vocabulary by studying through video the Academic Word List. The AWL is taught through real examples. [AWL1](#) | [AWL2](#)

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6. Create Your Own Course. Academic Premium schools/teachers can ask us to create a custom course that perfectly blends and extends their current curriculum. This way students do self – directed learning on EnglishCentral that fortifies what they are learning in the face to face classroom. [Learn how here >>>>](#)

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7. Teach Language Functions. EnglishCentral supports instruction in the classroom by providing language function videos. How to say good-bye, How to say you disagree etc... Let students dig into these important and practical features of language. [Check Them Out >>>>](#)

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8. Set Goals For Students. Weekly goals keep students honest about their studies and continually practicing. EnglishCentral allows teachers to set goals on the top of the class page of video lessons/courses which the students must achieve. We recommend a minimum of 5 / 25 / 5 per week for students to make progress.



9. Join Us On Facebook. Keep updated of all changes and get inspired with information from our teaching professionals. [Join The Teachers FB Group >>>](#)

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10. Personalize with your account page. On your account page, you can upload a profile photo (which students will see on your class pages), set the type of difficulty filter you want, set up your notifications and many other things. [Access Your Account Page >>>](#)

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11. Design A Quick Lesson. Teacher’s lives are busy. Sometimes, we are in need of a quick lesson and don’t worry, EnglishCentral is there to help. Each video lesson has a lesson plan – click “Video Details” on the right side. [Here's An Example >>>>](#)

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12. Focus On Words. Teachers can search for words to highlight for students. EnglishCentral will show a full cliplist of examples of any word in use. (click Word the

Cliplist, after you searched). Favorite the words so you can easily pull a list of them up to show students. [Study The "Explore" Word Cliplist >>>>](#)

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13. Turn The Screen Off. When showing a video to students, you can make it less a “watch” skill exercise and more a pure listening skill exercise. Play with the screen off and ask students to describe the scene, the people, the situation. Then watch and see if the students were correct. [Try this video >>>](#)

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14. View our most recent videos. We have 15 – 30 new videos each week! Keep up with all the new ones and motivate your students with fresh, current content. [View our most recent video lessons >>>>](#)

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15. Personalize Your Class Pages. Every teacher on EnglishCentral belongs to a school. The administrator or first teacher who created the school can add a school logo and it will show on all class page. Select the school view in the top left menu of the Teacher Tools. You’ll see “Upload Logo”. Select and upload – should be banner style, long and not tall.

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16. Get General Info. Try our general brochure. Download (click the small arrow, bottom right) and share with colleagues. A quick intro. [View Our Latest Brochure >>>>](#)

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17. Be A Student. The best way to learn about EnglishCentral is to pretend you are a student and see things from their side. Enroll in a class (teachers can be students!) and go through the process of studying a course or video lesson. [View Our Complete Students' Guide >>>>](#)

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18. Go Grammar! . Yes, we do have grammar video lessons / courses and are producing more each week. Take a look at them and even let us know which others you’d like to see. Also see [our grammar instructional videos](#) on our Youtube channel. [Check Out Our Grammar Courses >>>>](#)

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19. Learn how other teachers use EnglishCentral. We have some case studies highlighting how other teachers are using EnglishCentral. Also [visit our blog](#) for more profiles of student and teacher use!
[Case Study 1](#) | [Case Study 2](#) | [Case Study 3](#)

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20. Let Students Go “Freestyle”. We allow teachers to set up their curriculum so “Student Selects”. This way, any video lesson/course the student begins to study, will become part of the class page for them. They can study through videos that motivate them. So instead of the teacher selecting, the student is in the drive seat!
.....

21. Get Familiar With Our Courses. We have dozens of courses in many categories; Business English, Academic English, Young Learners and more Of course, see them all and review the units/levels [online](#). Also, download our fully described printable catalog.
[Download our PDF Catalog >>>>](#)
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22. Ted Talks. We have loads of TED Talks for higher level learners. Check out our TED Channel and put some on your class page for students to study!
[View The TED Talks Channel On EC >>>>](#)
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23. Change your level filter. Our video lessons and courses can be filtered by level. You can change this level to reflect different scales: CEFR, TOEIC, TOEFL or our own EC level. Do this on your account page and select, “change difficulty”. Make sure to change your settings.
[Change your difficulty filter >>>>](#)
.....

24. Have A Contest. Challenge your students with a contest and some prizes! Set a goal to see who can study the most videos or get the most experience points on EC. Easy to see the results in the class reports and students can view the weekly Top 5 rankings for the class on their class page.

[Read about this contest in Turkey >>>>](#)

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25. Add Our Logo To Your Website. Want students to clearly see EnglishCentral and click a logo to go to your school? It's easy, just download our logo and put it on your website.

[Get our logos >>>>](#)

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26. Use EC Worksheets. There are many worksheets and workbooks to support the use of EnglishCentral. Further, why [not learn how easy it is to make your own worksheet](#) to support study of EnglishCentral video lessons? It's easy as pie, easy as 1,2,3!

[Download Worksheets and Workbooks >>>>](#)

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27. Join A Webinar. Webinars are a great way to ask questions and get further knowledge about using EnglishCentral academically. It's easy to sign up and you just click a button on your computer to visit our video conference room where they take place. We even have special webinars throughout the year.

[Sign Up For A Webinar >>>>](#)

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28. A Simple Placement Test. Do your students not know their fluency level? They can take a short test using vocabulary frequency and determine their level.

[View The Vocabulary Level Test >>>>](#)

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29. In The Language Lab. EnglishCentral offers students the opportunity for self-directed learning. Students can do their study at school or at home. If students study on EnglishCentral at school, either in a language lab or with BYOD (Bring Your Own Device) in class – you can take this time while students study to conference with small groups of students and assess them informally on their study. It is a perfect way to use your teacher time.

30. Assessing Students. One cool way to use EnglishCentral is to assign the whole class of students the same video lesson. Then, in listen in, in Reports, listen to each student and see the feedback EnglishCentral gave the student. Go through comparing students and evaluating, even if informally, formatively.

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31. Get Help. Both students and teachers get support from our EnglishCentral team. We will reply within 24 hours but often right away. First try to find an answer [on our FAQs](#), if not, send us a message. We'll get right back to you.

[Contact Support >>>>](#)

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32. Export Reports. Set the date range and then export your class reports in a handy xls. spreadsheet. Of course, online you can view reports and print them graphically but we understand sometimes its good to have the alphanumerical data offline and at your fingertips.

[View Our Reports Presentation >>>>](#)

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33. Start A 50 Student Trial. All teachers or schools can get a full month long trial of EnglishCentral for 50 students. Just contact us and we'll set you up and activate your trial. We believe in our platform and know you will too once you've tried it as an Academic Premium school.

[Contact Us To Activate Your Trial >>>>](#)

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34. Copy A Class After you have finished a class / course, you might want to save your curriculum and just add the next cohort of students. This is easy to do on EnglishCentral. Just 1. Remove Academic Premium seats from all students 2. Remove All Students 3. Add New Students Everything else will stay there same but you'll have new students in the class.

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35. Pre Course Practice. EnglishCentral can be accessed anywhere, anytime. As an online service, students can study before they start taking school courses or after. This way, you can have a place to start once they arrive at your school for study. Set up a class and invite students to study or complete a course prior to their formal study. They'll have much more success in your own program!



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36. Embed Our Videos. It's easy to inspire your students with our video lessons by adding them to your wiki, blog, webpage, lms as an embedded video. Same as a youtube video. However note, students will need to study them signed in on EnglishCentral if you want their progress tracked and for them to have personalized tracking/profiling.

[Read More >>>>](#)

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37. Get Students Speaking The Whole Video. By default, students speak only the 5 lines that have "Learn" words. However, its easy to have your students speak the whole video. In video settings, they should de-select "Focus Speaking" mode.

[Read more >>>>](#)

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38. Learn Idioms. Students are very interested and motivated to learn the idioms of English. We make it easy and students can study all the most common idioms through our courses and video lessons.

[50 Most Popular Idioms](#) | [Everyday Idioms Course](#)

.....

39. Learn About Our Pedagogy. We our built upon strong pedagogical foundations. Read about the research and philosophy upon which we've built our video based learning platform. We are built by teachers for teachers!

[Read more >>>>](#)

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40. Introduce EC to your students. So important to spend some time going over in class with students, what EnglishCentral is all about. How to study a video, the settings, the vocab and pronunciation profile pages, achieving goals, enrolling in a class.

[Getting Started Student Guide](#) | [Meet June Video](#)

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41. Visit Our Global Facebook Page. Tell your students to join us and our team on our Global Facebook page. Hundreds of thousands have already joined and enjoy daily tips, special offers, quizzes, information to help them learn English. Of course, they can also find us on [Twitter](#).

[Visit The EnglishCentral Facebook Page](#)

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42. Click Words In The Videos. Students can click words in the video and get an in-context definition and pronunciation of the word. But even better, the clicked words are automatically added to the student's favourite list for future study/reference. And even better yet, they are added to the video vocabulary quiz as a study word to be quizzed again.

[Watch The Video Tutorial >>>>](#)

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43. Public Speaking. Presentation skills are vital for students to succeed in the business world. We provide great content and a full course focusing on the micro skills students need so they will be confident speakers of English in a formal setting.

[Check Out The Course >>>>](#)

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44. Focus On Accuracy. It is important that students practice to be perfect and become clear, intelligible speakers of English. When speaking our videos, students should be encouraged to rerecord all lines that are red and turn them yellow or green. Also, click on the results and get the point total for the line to see how well they've done.

.....

45. Prepare Students For Study Abroad. EnglishCentral is the best training tool for preparing students for academic success abroad. We even have [a course](#) that walks students through the process of arriving and studying abroad.

[View Our Academic English Courses >>>>](#)

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46. Get The News Daily! We have partnered with VOA (Voice Over America) to bring you daily news reports in our unique player. Students can study the news reports and keep up with our fast moving world.

[Check Out The News >>>>](#)

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47. Learn More About Us . Find out everything there is to know about us through our Academic Overview Presentation. We're a google venture transforming the way students learn and teachers teach. Also how companies publish and supply materials for English language learning.

[View It.](#)

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Using Video In The Classroom

An Activity Guide



48. Use Shortcuts. It's much easier for students to use our complete set of "hotkeys" when studying EnglishCentral. Instead of clicking with a mouse, students use the keyboard to advance the player, begin recording and more. See the shortcuts by clicking the shortcut icon in the player (bottom right)

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49. Slow It Down. EnglishCentral has state of the art audio integration and when students didn't hear something, they can easily repeat the line in the player and they'll get the line played slow but without slurring. Easy to catch everything. Even click each word and hear each phoneme in the word!

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50. Go Premium. It's easy to get Academic Premium seats for your school / class. Just contact us and we'll get you the seats immediately and walk you through the simple process. Once you have seats, students enrolling in your classes will automatically be upgraded and given an Academic Premium seat. They'll have full access to our content and functionality.

