



"Multimedia Chinese Language course for business".

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Ministry of Education and University Training and other partners (Spain)

Title Of The Project:

"Competences in Elementary Chinese as a mean to improve competitiveness of European Union companies"

The project has been sponsored by the European Union under the Lifelong Learning Programme, (LLP) - Key Activity 2 - Multilateral project. A total of eight organisations from five different countries have participated in the development of this project.

Promoter:

General Director of Education, Professional Training and Educational Innovation, part of the Ministry of Education and University Training, of the Xunta de Galicia (Spain)

Coordinator:

ATIN - Asesoramiento, Tecnología e Investigación, S.L. (Spain)

Partners:

University of Málaga (Spain)

Compostela Group of Universities - CGU (Spain)

University of Wolverhampton (UK)

LINGUAPOLIS, Institute for Language and Communication - University of Antwerp (Belgium)

EUROROC (Germany)

Fondatione Italia China (Italy)

Origin

- Need of promote and facilitate Chinese learning in order to improve commercial relationship between EU and China
- Need of having available a modern and attractive material to learn Chinese language

The main objective of the CHINESECOM project is to make a programme available to companies which they can use as a tool to increase their competitive advantage in international markets via the acquisition of basic Chinese language skills and a better understanding of the culture of China, a country which has become one of the major economic powers of the World economy.

The specific aims of the project are as following:

- To research about courses and materials available, particularly multimedia
- To research on the needs of professionals when going to China
- To produce a multimedia and interactive Chinese language course
- To produce a Web site to make available on the Internet the products of the project:
 - o Researches

- Reports
- Chinese course
- Cultural content
- Forum
- To disseminate the project and the products inside EU and third countries.

The main products of the project are as following:

- A report on required Chinese language skills according to results of questionnaire.
- A report comparing the content of existing courses with the needs highlighted in the research
- A Mandarin language course in electronic support:
 - Introduction of the course: a video introducing the course to the user.
 - Introduction to China
 - Introduction to the Chinese language
 - 10 units
 - Glossary
- Web Site:
 - The multimedia chinese course
 - Information about the language and Chinese culture
 - Information about the project and its products
 - Forum, in order to disseminate the Web Site.

The project content which has been created can be accessed at www.chinesecom.eu and it includes:

- A Multimedia Language and Culture Course with translations into six different languages: English, Spanish, Galician, French, German and Italian.
- Information about China
- Information about the project itself and the collaborating partners.

The Multimedia Chinese Language Course includes an abundance of materials and it has been specially designed to meet the language needs of anyone who travels to China for business. There are 10 lessons which cover typical situations which a person may find themselves in. For example: Making a reservation and checking in to a hotel, travelling around, shopping, attending a conference or trade fair, business dealings, etc. The chapters per lesson are as following:

- Dialogues.
- Exercises.
- Vocabulary.
- Explanation.
- Evaluation.
- Cultural content.

Beside the lessons, the course includes:

- Presentation of the course, which consist in a video that introduce the main components of the course to the user.
- Introduction to Chinese language, which include two main parts:
 - Introductions to Chinese
 - Introduction to Chinese language.

The project emphasises cultural concerns in each lesson and includes a wealth of information about those aspects of the Chinese culture which are most relevant in the business negotiations and relations with Chinese companies.

The **partnership** covers countries from different areas of the EU, which helps in giving this project a global overview of the needs in relation to learning Chinese language and culture.

Furthermore, the selection of partners, made with the objective of achieving the most efficient development of this project, was based principally on the basis of choosing organizations from a range of sectors (general education, vocational training and university students, businessmen, employees,



adults). They should bring into the project different points of view and approaches, and representing the two main areas to be developed, linguistic and socioeconomic.