

**BULLETIN: APRIL 2024
(04/2024)**

ENGLISH MATTERS



MELEWAR LEARNING RESOURCES

**DIRECT ENGLISH INTERNATIONAL
LANGUAGE CENTRE**



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MELEWAR LEARNING RESOURCES

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**DIRECT
ENGLISH
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A CHAT WITH

Tunku Iskandar

APRIL

Tomfoolery



As 1st of April comes around, we may recall the words of Mark Twain who said "The first of April is the day we remember what we are the other 364 days of the year." What is it that makes this day so unique? For many it is a day on which we play simple pranks on each other, but of late, some of the jokes have become more elaborate.

On 1st April 1957, the usually-staid BBC informed their similarly conservative audience that a record spaghetti crop had been achieved by farmers and showed noodles being harvested from trees. Today that would have gone viral all over social media with many netizens foolishly forwarding the "factual" story to their contacts although another group would be busy checking Snopes to quickly debunk this silliness.

Even the National Geographic magazine decided they must not be left out and it announced via social media that their magazine would stop publishing photographs of naked animals saying that it will no longer degrade animals by showing photos of them without clothes!

Not wanting to be left out, Domino's Pizza in Malaysia in 2019 advertised a crust-only pizza, devoid of any topping or gooey centre whatsoever. Probably the joke was on Domino's itself because no self-respecting Malaysian would be taken in. Perhaps if they had advertised a mee-goreng mamak pizza topping or a Musang King durian dessert filling, that could have driven Malaysians into an excited frenzy.

In Thailand however, April Fool's jokes, pranks, and hoaxes are not allowed to be shared on social media because such jokes posted online could be considered "fake news" and sharing "fake news" breaks Thai law even possibly landing the hoaxster in jail.

A retailer in South Africa created a complex prank informing customers would now be able to taste-test its products right on their phones, "using world class nanotechnology" on their mobile phone's touchscreen which could create a response from their nervous system allowing them to taste and smell items they intend to buy. Perhaps those wanting to have a bit of wine tasting thought they were on to a good thing.

Is all this tomfoolery acceptable? In this day and age, having just come out of Covid-19 lockdowns, perhaps such silliness is permissible. By the way, it seems that the term tomfoolery came from the character "Tom Fool" from Shakespeare's King Lear and based on a real person named Thomas Skelton, the last court jester of Muncaster Castle, who had a sadistic sense of humor.

If you did you play an April Fool joke on someone this 1st of April, you may have had a good laugh at their expense, and you'd be in alignment with Shakespeare's Twelfth Night, where Feste the intelligent jester was quoted to say, "Better a witty fool than a foolish wit."

DEILC ENGLISH HOLIDAY CAMP

Last month, an exciting English holiday camp unfolded over the span of two days, hosted at St John's International Secondary school by the Direct English International Language Centre. This intensive program provided participants with a unique opportunity to immerse themselves in the English language and culture in a dynamic and enriching environment.



The camp kicked off with a flurry of activities designed to engage learners of all levels. Expert instructors led immersive English language sessions utilizing innovative teaching methodologies, including interactive games, group discussions, and hands-on activities. Participants eagerly embraced the challenges presented, actively participating and honing their language skills with enthusiasm.

In addition to classroom-based learning, the camp featured excursions to local attractions and cultural landmarks. Participants had the chance to practice their English language skills in real-life situations, interacting with the locals and experiencing firsthand the richness of Malaysian culture.



Throughout the two-day camp, participants received personalized attention and guidance from experienced instructors and staff. Whether offering feedback on language proficiency or providing support during cultural activities, the Direct English International Language Centre team was dedicated to ensuring that every participant had a rewarding and enjoyable experience.

As the camp drew to a close, participants departed with a sense of accomplishment and newfound confidence in their English language abilities. The intensive and immersive nature of the program had enabled them to make significant strides in their language proficiency while forging lasting connections with fellow learners from around the world. The English holiday camp had truly been a transformative experience, leaving participants inspired and eager to continue their language learning journey.



Visit from Linguaphone Group CEO



Last month, the CEO of the Linguaphone Group, Mr Derek Price, paid a visit to the Melewar Learning Resources office. Mr Surendran Dass, CEO of Melewar Learning Resources, welcomed him. The CEO meeting is a critical occasion intended to improve cooperation between two businesses. It entails evaluating prior successes and setbacks, looking into potential futures, coordinating strategic objectives, and creating action plans. In order to enable partnering companies to navigate challenges and capitalise on emerging opportunities in the dynamic business landscape, the meeting fosters open dialogue and a shared vision. This leads to deeper engagement, innovation, and mutual growth.

Documenting Success: Certificate Award

Staff from Merck, Sharp & Dhome (MSD) Malaysia have been actively participating in our courses thanks to a long-standing collaboration between Melewar Learning Resources and the company. Our Business English and Presentation Skills courses were highly valued by many of their staff members. We give them the Linguaskill Test as well. On behalf of the attendees, Ms. Ching Ying from the Training Department accepted the certificates.



TRAINER'S THOUGHTS



Daneswary Chandran
Teacher
Melewar Learning Resources

ENGAGING STRATEGIES FOR TEACHING YOUNG LEARNERS VOCABULARY

In this edition of our E-bulletin, we will explore effective strategies for teaching English vocabulary to young learners, aiming to create a vibrant and interactive learning environment where students can thrive.

Firstly, joyful learning activities play a crucial role in captivating young minds and making learning fun. By infusing lessons with interactive games and creative projects, we can keep the excitement alive and foster a love for language.

Secondly, establishing a comfortable classroom atmosphere is essential. Creating a supportive environment where students feel safe to experiment with English without fear of making mistakes encourages a growth mindset and celebrates their efforts along the learning journey.

Thirdly, engaging multiple senses through multi-sensory teaching methods enhances comprehension and caters to diverse learning styles. By incorporating actions, visuals, real-life objects, and gestures, we can create dynamic lessons that appeal to every student. Furthermore, promoting English speaking within the classroom empowers students to communicate confidently. Encouraging participation through interactive discussions, role-plays, and language games strengthens their language skills and builds confidence.

Harnessing the power of game-based learning and music can make vocabulary acquisition enjoyable and memorable. Educational games and catchy tunes can reinforce vocabulary in a playful manner, making learning both effective and entertaining. Additionally, storytelling sessions enriched with props, expressive voices, and engaging narratives spark imaginations and transport young learners into the world of English language and culture.

Recognizing the value of students' mother tongue, we should create a bilingual-friendly classroom where both English and the native language are celebrated and utilized as valuable resources for language learning. Consistently revisiting and recycling vocabulary in various contexts deepens understanding and retention. Effective recycling of language ensures that students build upon previous knowledge while expanding their language repertoire with new concepts.

Finally, crafting diverse lesson plans that incorporate a variety of activities ensures balanced language development. From speaking and listening exercises to reading and writing tasks, keeping the learning experience dynamic and engaging is key to fostering English vocabulary acquisition in young learners.

ENGLISH *for* EVERYONE



Dive into a world of language and adventure at Direct English International Language Centre Kids Summer Camp 2024, where kids not only learn English but also create unforgettable memories! Our immersive program combines engaging activities like storytelling, drama workshops, and outdoor adventures to make language learning fun and dynamic. Led by experienced counselors, campers gain confidence in their English communication skills through interactive discussions and collaborative projects, fostering a supportive environment for growth. With an emphasis on cultural immersion and global connections, campers broaden their horizons while forging lifelong friendships. Safety is paramount, with our dedicated staff ensuring a secure and nurturing environment for all participants. Don't miss this opportunity to give your child the gift of language and exploration – reserve their spot today at Direct English International Language Centre Kids Summer Camp 2024!

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