

**BULLETIN: JULY 2024  
(07/2024)**

# ENGLISH MATTERS



**MELEWAR LEARNING RESOURCES**

**DIRECT ENGLISH INTERNATIONAL  
LANGUAGE CENTRE**



**BULLETIN JULY 2024**

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**DIRECT  
ENGLISH  
INTERNATIONAL  
LANGUAGE CENTRE**

# A CHAT WITH

## *Tunku Iskandar*



## ABBREV SHORTCUTS

We often see "DNA" being used in various instances in daily discourse and when we realise it is a very efficient abbreviation for a very long word, "deoxyribonucleicantidisestablishmentarianism" which is such a complex string of syllables, we can appreciate the use of abbreviations in writing when we wish to convey something in a concise manner.

However, more often than not, we do not realise these are actually abbreviations. Thus, from everyday conversation to professional discourse, both common and uncommon abbreviations have become integral components of linguistic expression.

Certain common abbreviations are however widely recognized and used in various contexts. For instance, "etc." stands for "et cetera," signaling the continuation of a list without explicitly naming all items and "e.g." is shortened form of "exempli gratia," indicating examples. In doing so, we have the benefit of compact alternatives to lengthier phrases.

In professional settings, abbreviations like "CEO" (Chief Executive Officer) and "FYI" (For Your Information) are commonplace, facilitating efficient communication within organizations. Similarly, in digital communication, abbreviations such as "LOL" (Laugh Out Loud) and "OMG" (Oh My God) have become part of online discourse, reflecting the evolution of language, especially in the digital age.

However, there are uncommon abbreviations that are less known yet are significant within niche fields or communities, e.g. in medical terminology, "CABG" denotes "Coronary Artery Bypass Graft," while "H<sub>2</sub>O" represents "water" in chemical notation. These abbreviations ensure precise meaning and clarity between specialists in those domains.

We have all also noticed that emerging technologies and cultural trends contribute to the proliferation of new abbreviations. Acronyms like "FOMO" (Fear Of Missing Out) and "YOLO" (You Only Live Once) underpin contemporary attitudes and experiences, reflecting the evolving language of modern society.

The use of abbreviations in the English language has both positive and negative implications, promoting efficiency and brevity in communication and enabling people to convey information quickly and effectively while on the other hand, over-reliance on abbreviations can lead to misunderstandings, especially when communicating across cultural or generational divides.

Both the Malay and Indonesian languages have also made good use of abbreviations especially for the names of government organisations although using different approaches. For example, for the names of governmental organisations, Malaysians use acronyms created from initials such as MINDEF for Ministry of Defence and FELDA for Federal Land Development Authority. Another is TVET which is an acronym for Technical and Vocational Education and Training. Interestingly Malaysia has kept the names of many government entities in the English language.

Indonesian government acronyms however often use abbreviations derived from the full Indonesian names of the respective ministries or agencies, such as KEMENKES for Kementerian Kesehatan or BAPPENAS for Badan Perencanaan Pembangunan Nasional. In either case it has made life easier rather than trying to memorise the full names of such Malaysian or Indonesian organisations.

IMHO ("in my humble opinion") as technology continues to reshape communication patterns, we will surely see new abbreviations emerging to capture newer concepts and phenomena. Fortunately the adaptive nature of the English language is able to accommodate the dynamic interplay between language and culture.

Fats Domino, famous as the pioneer of Rock & Roll, used abbreviations to make fun of a scenario that was as prevalent 80 decades ago as it is today when he said, "A lot of fellows nowadays have a B.A., M.D., or Ph.D. Unfortunately, they don't have a J.O.B.!!"

# ***DIRECT ENGLISH INTERNATIONAL LANGUAGE CENTER***

## **Where Personalized Learning Meets Excellence**



Direct English International Language Center, located in the bustling heart of Kuala Lumpur, offers an unparalleled language learning experience that caters to the diverse needs of its students. One of the center's most distinguishing features is its commitment to a personal touch in education. Unlike larger institutions, Direct English operates with small groups of students, ensuring that each learner receives ample attention and support. This setup allows for a more intimate learning environment where students can thrive. Additionally, the center provides one-on-one coaching, which is particularly beneficial for those who need extra assistance or wish to accelerate their learning process.

The quality of education at Direct English International Language Center is elevated by the premium materials used in its curriculum, sourced directly from Direct English in the UK. The center offers a variety of courses tailored to meet different needs such as Intensive English, Young Learner Programme, IELTS preparatory course and many more. Each program is meticulously crafted to ensure students achieve their language goals, whether they are seeking to improve general English proficiency, prepare for academic examinations, or enhance their language skills for specific purposes.



The excellence of Direct English International Language Center is reflected in its team of highly qualified and experienced educators dedicated to their students' success. These trainers employ innovative teaching methods and are always available to provide guidance and support, making the learning journey both enjoyable and effective. Situated in the heart of Kuala Lumpur, the center is easily accessible, making it a convenient choice for both local and international students. In conclusion, Direct English International Language Center stands out as a premier destination for language learners, offering a personalized, high-quality educational experience in a prime location.



# FROM FOUNDATION TO FLUENCY: Direct English Programmes at St John's International School

At St John's International School, where language proficiency is essential for academic success, they have implemented two comprehensive programmes: Direct English 8 Proficiency Level for secondary students and the English Enhancement Programme for primary students. These initiatives, developed by Melewar Learning Resources, cater to over 200 students, focusing on building a strong foundation in English.

Now in its second term, the programme builds on the skills established in the first term, which was completed earlier this year. The curriculum enhances grammar, vocabulary, and basic conversational abilities, progressing to more complex tasks such as critical reading, writing, and interactive speaking sessions.



The programmes employ interactive methods like group discussions, role-playing, and debates to improve speaking and listening skills. Modern technology, including language learning apps and online resources, provides additional practice opportunities outside the classroom. Regular assessments and personalized feedback ensure tailored advice for each student, while cultural immersion activities, such as exposure to English literature and films, deepen their understanding and appreciation of the language.



Upon completion, comprehensive reports detailing each student's progress will be provided to parents and guardians. Students will also receive certificates recognizing their achievements, serving as motivation for continued learning. Through this structured and supportive approach, the Direct English 8 Proficiency Level and the English Enhancement Programme aim to equip students with the language skills necessary to excel in an increasingly globalized world, paving the way for their academic and personal success.

# MY BLOG

## A Journey to New Horizons

**Mas Duranita bt Che Kassim**  
MLR Senior Executive



Moving from the tranquil landscapes of my previous home to the bustling metropolis of Kuala Lumpur marks a significant transition for me, promising a multitude of opportunities and a transformed lifestyle. This migration often begins with the allure of better career prospects and a more dynamic economy. Kuala Lumpur, as Malaysia's vibrant capital, presents a myriad of job opportunities across various industries, from finance and technology to hospitality and education. The city's economic dynamism promises not only higher salaries but also greater career advancement possibilities, attracting me as I seek to elevate my professional trajectory.

Beyond career advancements, migrating to Kuala Lumpur offers me a distinct improvement in lifestyle. The city's modern infrastructure, cosmopolitan culture, and diverse culinary scene provide a stark contrast to my previous environment. Access to world-class healthcare facilities, educational institutions, and recreational amenities further enriches my daily life. My family's relocation to Kuala Lumpur enables us to experience an enhanced work-life balance, with improved transportation networks and proximity to leisure activities allowing us to spend quality time together amidst the city's vibrant backdrop.

For my children, the migration opens doors to superior educational opportunities and cultural experiences. Kuala Lumpur's international schools and prestigious local institutions offer holistic learning environments, equipping them with global perspectives and competitive skills. Exposure to diverse cultures and languages in the multicultural hub of Kuala Lumpur fosters a broader worldview, preparing my children for a globally interconnected future. Moreover, the city's abundance of parks, museums, and community activities ensures a well-rounded upbringing, nurturing both academic excellence and personal growth.

In essence, migrating to Kuala Lumpur represents more than a geographical shift—it symbolizes a leap towards a brighter future filled with endless possibilities for me and my family. Whether driven by career ambitions, educational aspirations for my children, or a desire for a richer quality of life, this migration promises to elevate our lifestyle on multiple fronts. As we embrace the opportunities and vibrancy of Malaysia's capital, we embark on a transformative journey towards realizing our fullest potential in a city that never ceases to inspire and innovate.

**DIRECT ENGLISH**

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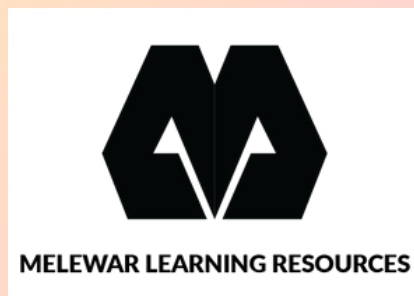
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**HRD**  
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# ENGLISH *for* EVERYONE

**Direct English with 8 Proficiency Levels offers a highly effective approach to English language learning, designed to accommodate individuals of all ages and backgrounds. What sets this learning program apart is its unparalleled flexibility, allowing participants to progress at their own pace and according to their unique learning styles. At the heart of this methodology is a cyclical syllabus that ensures comprehensive coverage of all language skills. The course integrates face-to-face sessions in General English seamlessly with a range of world-class learning materials. These materials include personalized tutorials, conversation classes, multimedia resources, and engaging social activities, all contributing to the program's proven success in fostering language proficiency. Each level of the course features a comprehensive learning pack comprising a Study Guide, Course Book, Companion, Workbook, and Audio/Video materials. These resources are further complemented by Direct English Live!, enhancing the interactive and dynamic nature of the learning experience.**

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