Design TalkToNative in the E-learning Market

Corporate Showcase¹

Abstract

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With the globalization trend and booming of China's economy, more and more people start to learn Chinese language in order to capitalize the economic opportunities appearing in China. To meet the need of the learners, TalkToNative (http://www.talktonative.com²) provides an online language learning platform specifically designed for teaching adult learners Mandarin Chinese. By implementing situated learning theory and incorporating technology meaningfully and effectively, we will provide a unique learning environment for our students that helps them meet the challenge of gaining level of Chinese conversation skill that will allow them to understand and interact with colleagues in this important market. Students are able to access online training anytime, anywhere and schedule synchronous conversations with native speaking Chinese instructors and fellow learners using authentic materials. TalkToNative provides a relevant, high quality, flexible and personalized online language learning experience for students, as they need it, when they need it and where they need it.

¹ TalkToNative is considered to be an educational venture

² The Website of TalkToNative is currently undergoing construction, and will be ready before/by the time of the ED-MEDIA conference.