

Case study

Berlitz Method to learning another language is backed by decades of research and studies



Berlitz[®]

Significant research has been conducted on language learning effectiveness to identify the methods that enable people to truly learn and become proficient in a second language. The Berlitz approach follows research-based best practices to ensure multilingual success.

Becoming proficient in a second language can be a challenge, especially for adults. It's also extremely rewarding, whether the purpose is to better communicate in a global workforce environment or to speak efficiently with peers or customers in their native language in another part of the globe.

Various language instruction companies take different approaches to teaching languages and providing platforms for self-learning, and they've experienced varying degrees of success. This can be an issue for business managers, executives, people working or traveling overseas and others who want a proven approach to effectively learn a language. They want a practical, real-world learning method that allows them to proficiently converse, read and write in the language

Berlitz offers that solution. The Berlitz Method is supported by research that identifies how second languages are best learned. For example, Berlitz offers:

- Goal-oriented, lively instruction that focuses on learners' needs.
- Dynamic motivation and authentic goals.
- Interactive partners and instructors who encourage participation and communication, which enhances learning opportunities.
- Learning through listening and speaking, supported by reading and writing.
- Understanding grammar as a means of communicating.
- Instruction that evolves with the person learning the language.



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Research-validated approach to learning

Using learners’ native language in the classroom, at beginning levels, can be developmentally helpful in terms of the rate of learning the new or “target” language. That’s why Berlitz offers native language support to help learners better understand and comprehend the target language. Tools include e-learning solutions that supplement instructional time. Typically, the instructional time for adult students is a few hours per week. That’s when learners gain maximum exposure to the target language.

Research shows that if the native language is an option in the classroom, it’s used more frequently than intended. That’s why the Berlitz Method creates an environment where learners quickly move toward communicating in the target language and finding ways of expressing themselves in that language. Teachers and students are encouraged to avoid reverting to their native language. This enables and promotes a learning style that empowers people to build the language skills they’ll use in actual situations.

In the one-on-one and small group settings that are common to the Berlitz Method, instructors use a range of focused presentation techniques to make the target language and

the language rules clear. Presentations stay within the target language wherever possible. Similarly, goals are designed to maximize comprehension and production within the target language.

Research shows that use of the target language, especially beyond the beginning level, is associated with quantity and quality of input from the learners. This validates the Berlitz Method that uses the target language extensively, which leads to rich and authentic input and results. Research also points to the importance of the authenticity of the language materials being used. Authenticity has been linked to cultural identification with the target language community and with facilitating comprehension.

For the same reasons, authenticity is associated with increases in motivation and is considered one of the best practices for use in reading materials. Research shows that authentic materials convey more accurate cultural information, are more closely related to learners’ needs and support a more creative approach to teaching than adapted materials. With that in mind, Berlitz offers a curriculum that includes authentic photographs and illustrations and follows established practices for maximizing student participation and engagement.



This figure shows an example of an authentic task that Berlitz uses in its curriculum:

8 Is our flight on time?

DEPARTURES				
TO	FLT NO	DEP	GATE	STATUS
Cincinnati	M319	2:51 P	B02	on time
Cleveland	M313	3:12 P	B05	delayed 20 min
Davenport	M341	2:25 P	---	canceled
Dayton	M316	2:13 P	A02	boarding
Detroit	M331	3:40 P	A03	on time

- Is the flight to Cleveland on time?
- No, it’s running about 20 minutes late.

ARRIVALS				
FROM	FLT NO	ARR	GATE	STATUS
Chicago	M202	2:47 P	B12	on time
Cincinnati	M219	2:05 P	B02	at gate
Des Moines	M242	2:15 P	A09	delayed 35 min
Detroit	M231	3:05 P	A03	on time
Duluth	M252	2:39 P	---	canceled

- Is the flight arriving on time?
- Sandy just called. The flight actually landed early.

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Applying best practices removes barriers to learning a target language

Berlitz has honed its approach to teaching a new language by using established best practices. Its proven approach allows learners to understand concepts and the language and also continue improving proficiencies.

The Berlitz Method:

1. Maximizes learner participation

To truly understand a new language, learners must have regular opportunities to speak and write in that language. Otherwise, production skills such as speaking

and writing tend to lag considerably behind comprehension skills such as listening and reading. Maximizing participation ensures that learners boost their production skills and learn new words. Research shows that groups of learners who were encouraged to participate to perform a task outperformed groups that were not prompted to participate for the same task.

2. Focuses on learners' needs through goal-oriented, lively instruction

Learners are typically motivated in some way to become proficient in the target language. This motivation can be

influenced by several factors, including learners' evolving view of themselves as their proficiency increases, the motivation levels of their partners in group lessons and their instructors and the curriculum materials being used. Focusing on learners' goals and needs, and tailoring instruction to meet those goals, helps ensure success.

3. Fosters learning by listening and speaking, supported by reading and writing

Listening, speaking and conversational interactions are critical for learning a language. Extensive studies point to the developmental outcomes of various types of interactions. Berlitz designs classroom activities that promote meaningful interactions between learners. For example, in meeting simulations in Business English, learners listen to each other's arguments and evaluate them, then share their own thoughts. Conversational interaction gives learners opportunities to focus on their speaking and listening, which helps with learning.

4. Emphasizes learning grammar as a means of communication

Grammar is learned through communication. Breakdowns in communication can lead to learning opportunities via a type of negotiation process. Berlitz uses a "Naming" process in which teachers use gestures, pictures and other means while pointing to an object to make the meaning of a term as clear as possible.

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If learners don't understand, instructors repeat or rephrase, often with emphasis, to get the meaning across. Learners, if unable to properly communicate, reformulate or reconstruct what they said to successfully communicate their message.

5. Leverages the role of present, practice, produce (PPP)

Berlitz typically uses PPP at the beginning level of language learning, then blends it with task-based language teaching (TBLT) as learners become more proficient. The PPP framework is widely used because it provides a set of efficient training techniques, clear steps to follow and immediately visible results. It offers the most effective way for learners to advance in their use of the target language.

6. Calculated approach to teaching a new language

The Berlitz Method to teaching a target language is based on and validated by extensive research. The research identifies and confirms best practices for learning a language. It also demonstrates how learning methods should progress as proficiencies increase, which is the approach Berlitz takes.

Learning a language requires a proven process as well as effective instruction and learning materials. To that end, Berlitz emphasizes dynamic input, plenty of opportunities for output and engaging and fostering motivation and interaction with all learners. This successful method is supported by decades of research showing the most efficient ways that people learn languages and how to enable positive learning outcomes.

About Berlitz

We enable customers to achieve their goals in a global environment by understanding their individual needs and providing the most effective solutions in language, communication and culture competence anywhere in the world.

We help individuals, businesses, governments and non-profit organizations develop the language, cross-cultural and leadership skills necessary for success. Our comprehensive portfolio of programs covers language lessons, assessment and testing, business communication skills, global leadership training and more.

5 core components

The Berlitz Method follows guiding principles to teaching a new language, including:

1. Using the target language exclusively
2. Maximizing learner participation
3. Providing goal-oriented, lively instruction, focused on learners' needs
4. Learning through listening and speaking, supported by reading and writing
5. Understanding grammar as a means of communication

Benefits of authentic materials

Studies highlight the advantages of using authentic materials to improve:

- Reading comprehension
- Task behavior and motivation
- Cultural identification with the target language community
- Time engaging in reading activities outside of class

Berlitz®

Berlitz is the fastest and most effective way to learn a new language, providing flexible programs that give you practical skills in communication that can help you succeed anywhere in the world. As a pioneer in language and intercultural communication for over 140 years, Berlitz uses innovative techniques to help you learn through flexible programs taught in-person and online where you'll cultivate life-changing skills that can lead to enriching global travel, increased career opportunities and greater confidence. Berlitz courses give individuals, families and business leaders the skills and cultural awareness to engage confidently with people around the world. To learn more about our programs, visit [Berlitz.com](https://berlitz.com).