

Si-Lang Project – Situated learning and “serious games” towards an effective multicultural communication

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About us...

Università degli Studi Guglielmo Marconi is the first Italian online university to be recognized by the *Italian Ministry of University and Research* as of March 2004.

□ The University has a distance technological platform that integrates communication tools (e-learning, video-conference, mobiles) with in-class programs (workshops, seminars); students take exams in eight Marconi centers.

- Undergraduate 5-year accredited programs in Economics, Law, Applied Science & Technologies, Human Education, Arts, and Social Science
- One-year accredited Masters programs in Business Administration, Law, Translation Studies and Social Studies

About us...

- ❑ It adopts innovative learning modalities by developing suitable research strategies for most advanced technological solutions, integrating non residential communication tools (e-learning, video-conference, mobile learning, etc) with in presence activities (workshops, seminars, etc).
- ❑ +14,700 total students
- ❑ The structure of the University includes:
 - National Centre of Teledidactics, where technologies and resources are located;
 - Network of decentralized branches functioning as territory sites, alike equipped.

Note:

- Università Marconi is headquartered in Rome.
- A network of regional branches, all around Italy allows students to take their exams without having to leave their home town.
- Università Marconi has also an opportunity to construct a campus-based university in Capalbio



Note:

- ★ Rome has three campus locations
- ★ Capalbio has one campus location
- Seven exam centers

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ROME (HQ)

3 CAMPUSES

Via Plinio, 44



Via Vittoria Colonna, 44



Via Paolo Emilio, 29

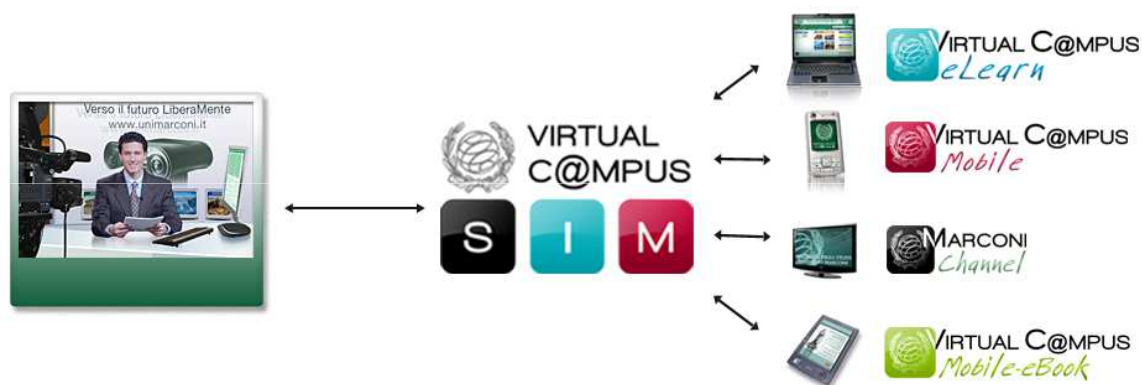


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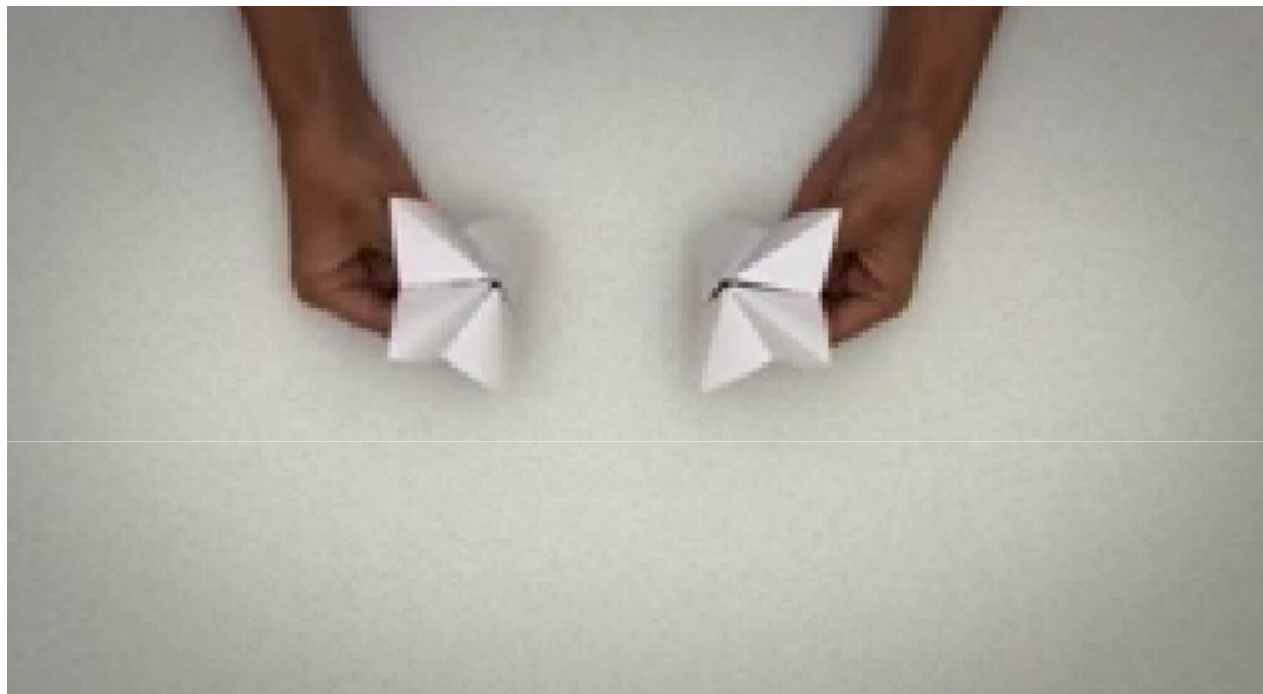
STUDY METHODS AT USGM

Suitable for part-time and full time students
At any time and Any place
Thanks to **Virtual C@mpus SIM**

Personal Computer
e-Learning Platform
Mobile/mp3 Players
iPOD
PDA
Pocket PC
Smartphone
Television
Web TV Marconi
Channel
DVD
e-Book
Book readers



www.marconiuniversity.org



<http://www.youtube.com/watch?v=eFrtJ6sGrCg>

General Information

Framework: LLP - Key Activity 2: Languages

Start: 01/12/2012

End: 30/11/2014

Duration: 2 years

Partners: 6

<http://www.si-lang.net/>

Partners



siLang Background

Individuals are called to communicate in foreign languages in the context of professional or academic activities and objectives on a regular basis.



Professionals typically resort to a lingua franca, such as English, French or German, for efficient communication in the world of work.

This is a result from the need for accurate understanding to ensure the elimination of misconceptions, effective business processes, the development of trusting business relations, and even safety.

Background

Training programs exist that aim to help professionals and more to reach working levels of a particular foreign language in a short period of time.



These programs aim to build basic competencies for communicating on everyday life activities in a foreign tongue; in addition, some programs may be enriched with learning content and activities that aim at enabling professionals to effectively understand concepts and use terms related to a particular profession, such as engineering, tourism, etc.

Background

Most of the mainstream approaches for foreign language learning, including the learning of vehicular languages, focus on developing knowledge of the use of the language in the country of origin.



Most language learning approaches fail to integrate the diverging use of a lingua franca by non-native speakers.



Innovative aspect



siLang takes into account cultural aspects, **transfer effects** from the mother tongue including pronunciation, idioms, expressions, communication, practices, and more generally the diverging use of a lingua franca in varying cultural environment.



Situated language learning can be advantageous by enabling the design of learning of learning activities that familiarize an individual with specific work-related situations in varying cultures.



Ref.no. 530951-LLP-1-2012-1-GR-KA2-KA2MP



Lifelong
Learning
Programme

siLang Aim

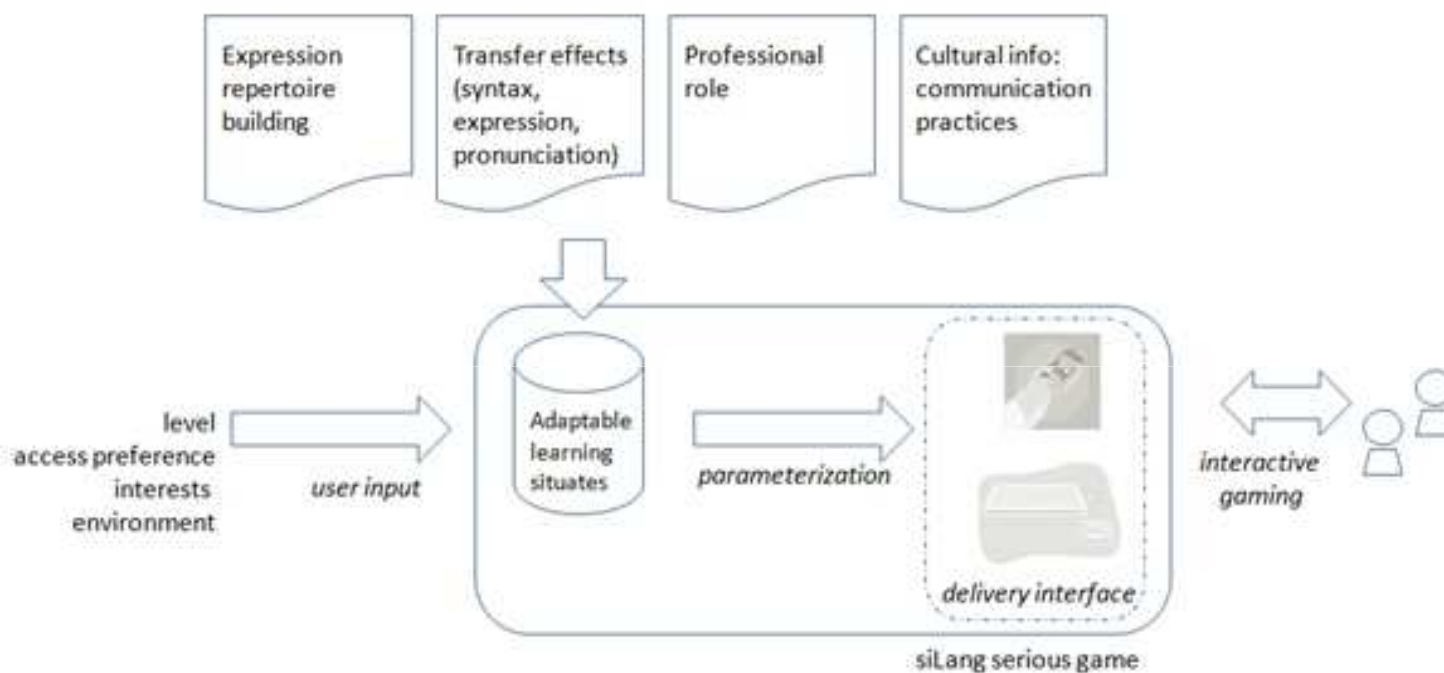
- To produce serious games towards the development of language and cultural skills among professionals, vocational workers, academics, and students with emphasis on vehicular language use not only in the country of origin but also by non-native speakers in varying cultural and work environments.



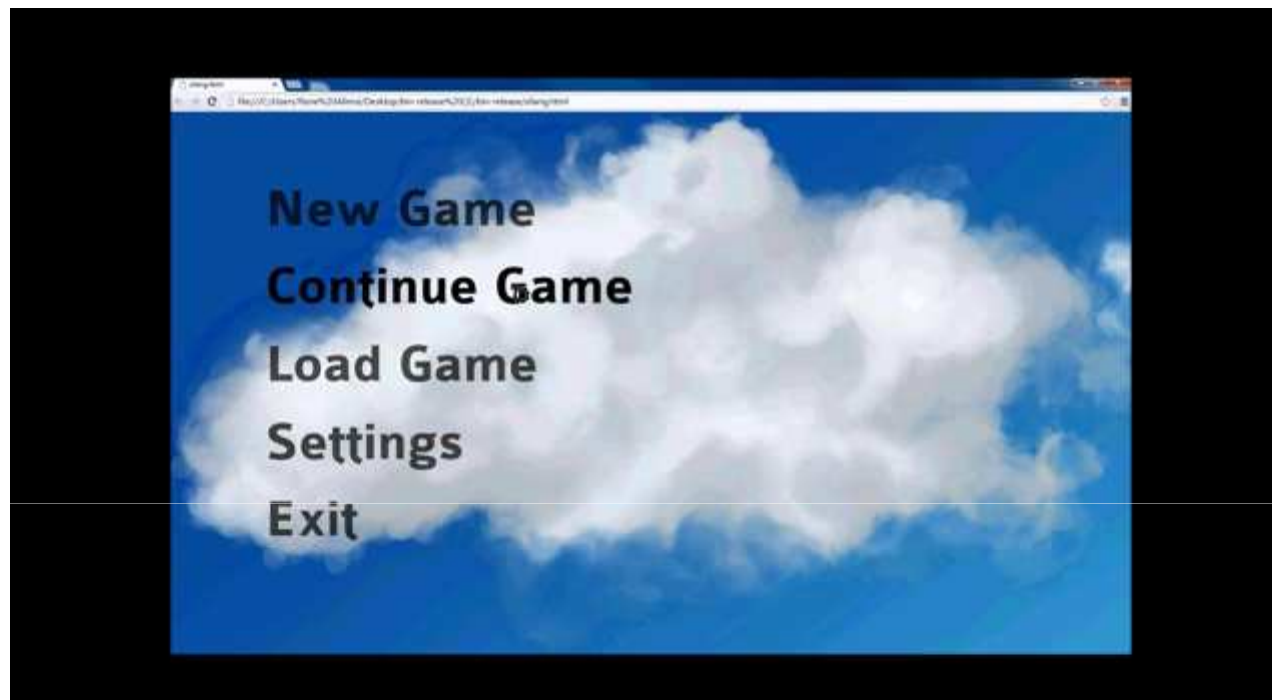
siLang Scenario Starting Points

- Most common errors Italians make in English
 - Prepositions (about, on, in, etc.)
 - Vocabulary (In fact, actually, according to me, to know, etc.)
 - Articles
 - Phrasal verbs
 - Spelling
 - ...
- Italian Cultural aspects
 - Gesticulation
 - Personal Space
 - Face impressions
 - Greetings
 - Starting the conversation
 - Time limitations
 - Local customs

siLang serious games



siLang serious games



<http://www.youtube.com/watch?v=NNMCAsgPJLY>

<http://www.si-lang.net/>

Summary

Situated language learning can be advantageous by enabling the design of learning activities that makes an individual more familiar with specific work-related situations in varying cultures.

This can be enhanced through "serious-games" where an individual is situated into an actual environment in a foreign country and is driven to communicate on business matters simulating real-life.

Conclusion

siLang serious games support the development of language and cultural skills among professionals, students and vocational workers, paying attention to vehicular language used by non-native speakers in varying cultural and business environments.

Thanks to this methodology, it simulates the real multicultural and multilingual world, promotes integration empowering users to focus on achieving their objectives, whether at work or in other contexts.

It will be validated in Greece, Norway, Italy, Portugal and Estonia.

Thank you for your attention!

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