



## **BALINGUA : SPEAK OUT IN 30 HOURS !**

*The Balingua® method to boost language learning*



The origin of the Balingua® method is in Spa. During his whole life, Dr. René Bastin, creator of the Balingua® method, has observed two facts. First, it is very difficult for a beginner to start learning a foreign language from scratch. Second, many learners have difficulty expressing themselves orally although they have spent hundreds of hours learning the language. They seem not to have progressed during their study. After he left CERAN LINGUA in 2000 – the company he had created in 1975 – Dr. Bastin set out to research the mechanisms underlying the acquisition of the native language as well as that of foreign languages. His main concern was to see if and how it was possible to help beginners.

In 2004 Dr. Bastin elaborated a new approach that can be best described as follows: All languages have certain common elements, i.e. they rely on universal, neuro-linguistic mechanisms that everybody develops as they acquire their native language. Because it draws on those mechanisms (which everyone controls perfectly even though unconsciously), the Balingua® method can *boost* the acquisition of a foreign language and activate or re-activate the passive knowledge of a language studied previously.

The Balingua® method in a nutshell?

- An innovating e-learning method.
- Concept: Boosting language learning by using what languages have in common, not what makes them different.
- Main target: beginners. Balingua gives them rapidly all the tools they need to express themselves orally.
- Excellent preparation to any other form of learning (school, books, etc.)
- Only 20 to 30 hours.
- Focus on the oral language, the structures of the language, and the pronunciation.
- Efficiency. In 2 hours the learner has come into contact with all the structures of the language, including complex structures.

Characteristics of the Balingua® method:

- Brief and fast: It focuses on the acquisition of structures, including complex sentences, within a few hours.
- Intuitive: No theoretical presentation of grammar.
- Syntactical: Structures come first as they are the “keys” to the language.
- Implicit: The learner memorizes without realizing it.
- Dynamic: The mind is constantly challenged by the computational technique.



- Complementary: The method comes before or as a complement to existing methods.
- Oral: The oral language (comprehension, expression, pronunciation) comes first thanks to the IT technology while the written support is excluded from the beginning of the learning.

For which languages? For now Balingua is available on the Internet in the following languages: American English, British English, Chinese, Dutch, French, German, Japanese, Lithuanian, and Spanish. Other languages, such as Brazilian / Portuguese, Italian, and Polish will be online in 2007.

Every language that is studied (= target language) can become a reference language (= learner's native language or a very familiar language).

Course structure? In each language the method consists of 4 *boosters*, totaling 48 units, totaling 2,900 recorded sentences.

For beginners and false-beginners: Boosters 1 and 2.

For the re-activation of passive knowledge: Boosters 3 and 4.

Balingua relies on a computational technique (answer-question technique) with pictures (1 picture = 1 word heard).

*"We would like to give momentum to the learners. They should not be stuck in the language they learn. With Balingua, they progress...without even realizing it. This is a great advantage of this method,"* concludes Dr. Bastin, C.E.O. of Balingua.

Balingua = a 1 € /hour e-learning solution with a native speaker.

**33€ and 33 hours is all you need to broaden your horizon and learn a foreign language!**

For further information on the method, the author, or the company:

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