



**BALINGUA:
FAMILY AND CONTINUITY ARE THE VALUES OF THE COMPANY**



Balingua is a family company with a philosophy: The family will continue to invest in the technical and pedagogical development of the method (33 € for a 33-hour course).

Dr. René Bastin is the creator of the company and the inventor of the Balingua[®] method. He has met during his whole life people who failed or were discouraged in their attempt to learn foreign languages. With over 40 years of experience in teaching and writing about language didactics, Dr. Bastin has decided to develop a new methodological approach as a solution to these problems.

His work was done discretely after his all-out involvement with CERAN LINGUA. For 7 years, since 2000, he has been researching the topic painstakingly. *“The first stage of my research consisted in reading so as to catch up with the subject. I read (and re-read) over 80 books in French and in English – many specialty books dealing with the areas I am particularly interested in. During the second stage I confronted my conception of language teaching and my long experience of it with the recent works in theoretical linguistics, neurology, and psycho-linguistics. So today I feel I can offer a new methodological approach that should be of interest to all concerned by the issue.”*

The issue of business succession will be one of the most important aspects of the economic development in Western Europe, Belgium, and Wallonia in the coming years. Indeed there are thousands of companies that will be passed on, even if the exact number is not known. This is as a matter of fact a major strategic concern.

Dr. Bastin, 65, wants his company to continue and to pursue its current philosophy. He can rely on his son Etienne, 39, who collaborated on the design of the method in the various languages and who directed their writing. His daughter, Geneviève, manages the concrete production of the Balingua method.

They work daily on further developing the product, so as to guarantee in the future a fast and efficient language learning method. The three of them have actually performed many tests of the new Balingua[®] method with, among others, Dr. Bastin's grandchildren – who may take over the family business at some point.



The Balingua® method: Who builds a house without starting with the foundations?

The theory underlying the Balingua® method is the result of the study of universal, neuro-linguistic mechanisms, which everyone developed with the acquisition of the native language. Without realizing it, *the learner already knows things that the methods can tap into in order to help him or him acquire a foreign language.* Thanks to Balingua, learning a language has become natural since the learning process relies on what the learner already knows.

The Balingua® method is specifically designed to boost the beginner's acquisition of the new language in a minimum of time, roughly 20 hours. After those few hours, the beginner masters the structures of the language, and he/she can then tackle the study of grammar, vocabulary, declensions, conjugations, etc. The learner is free to choose from any method, e.g. classroom instruction or self-learning.

Besides, the Balingua® method can also be used to activate the learner's passive knowledge of a language, i.e. develop his or her oral competence, as well as to re-activate "forgotten" knowledge.

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.

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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