

More effective communicators

THE benefits of being able to speak and write effectively are obvious – better grades, greater understanding and a broader outlook in life.

The keys to mastering the English language are a result-oriented, consistent and systematic teaching methodology, proven curriculum and a team of well-trained teachers.

However, there are barriers to overcome before one can master good communication skills. An inaccurate belief is that communication skills can be learnt in isolation, separate from language study.

Interested learners often enrol in English language centres for courses in creative writing or public speaking, hoping to develop confidence in writing or speaking without realising that what they really lack is English language proficiency.

Communication skills and English language proficiency must be tackled together if effective communication in English is to be realised.

Further barriers to mastering effective communication in English are inaccurate pronunciation and faulty intonation.

It is possible for speakers of other languages to make a grammatically

correct statement in English but still be incomprehensible to a native English speaker because their pronunciation or intonation or both are incorrect.

Therefore, it is necessary to address each of these areas for development to become an effective communicator.

The Cambridge English For Life's (CEFL) method of teaching is based on a communicative approach to language acquisition.

Classes are small and interactive so that learning is an enjoyable experience.

This also gives teachers the opportunity to address the needs of individual students in their classes.

Students look forward to their classes at CEFL not just because the classes are fun, but also because they are introduced to a wide range of literary and cultural knowledge seldom encountered at school.

Generally, students who thrive at CEFL also achieve better marks in their school examinations.

CEFL's teachers are qualified individuals who are trained using the CEFL method and bring their enhanced skills into the classroom.

They monitor the performance of their



Based on a communicative approach to language acquisition, Cambridge English For Life teaches students how to use English effectively.

students and keep them and the parents in touch with students' progress throughout the courses.

The Cambridge English Language Assessment examinations at the end of each course provide students with benchmarked external qualifications, which at the highest levels satisfy the

English language entrance requirements of colleges and universities worldwide.

CEFL's track record in the examinations has shown a passing rate consistently higher than the international average.

■ For more information, call 03-7883 0912 or visit www.cambridgeforlife.org



MAKING TODAY'S LEARNING TOMORROW'S SUCCESS

Cambridge English For Life (CEFL) is the leading provider of English language courses in Malaysia. CEFL centres conduct the following preparatory courses leading to the Cambridge English Language Assessment Examinations.

Cambridge English: Young Learners

- Cambridge English: Starters
- Cambridge English: Movers
- Cambridge English: Flyers

Cambridge English: General & Academic

- Cambridge English: Key (KET)
- Cambridge English: Preliminary (PET)
- Cambridge English: First (FCE)
- Cambridge English: Advanced (CAE)
- Cambridge English: Proficiency (CPE)

IELTS

- Preparatory courses

Business English

- Cambridge English: Business Certificates (BEC)
- Business English Communication Skills*
- Conversational English

*Business English Communication Skills = HRDF Claimable

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Enquiries about CEFL courses and Cambridge English Language Assessment exams can be made at the following CEFL centres:

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