

Discover the difference

IN the recent World Cup, more often than not, predictions went wrong with the honourable exception of Paul the octopus. Who would have expected to find Holland and Spain in the final? Both teams played 'total football' with defence blending seamlessly with attack and each member playing selflessly for his teammates.

For both teams it was clear that developing the necessary skills and being passionate about the game had been major contributors to their success.

This does not just apply to football. To succeed in any field, it is necessary to develop the appropriate skills. And one much-talked-about field nowadays is the acquisition of English language proficiency.

There are of course many ways to learn English. The best way is to live in an exclusively English-speaking country. However, in Malaysia where English is widely spoken and English language newspapers, books and TV channels abound, this is not necessary. Learning a language requires the learner to use the language and develop all four language skills – reading, writing, listening and speaking.

Cambridge English For Life (CEFL) Centres take a holistic approach to teaching and learning English.

All four skills are addressed and grammar is learned inductively, which means that it is acquired in context and not as a separate subject as it used to be. The language skills are inevitably interrelated. A single skill taught in isolation cannot



Cambridge English For Life takes a holistic approach to teaching and learning English.

develop all round proficiency.

There are various techniques to help develop reading skills. Listening skills can also be acquired with focused practice. These are the receptive skills and are essential to language development. Where the holistic approach excels is in the development of the productive skills – speaking and writing.

At CEFL, language acquired expands

significantly and children at centres throughout Malaysia begin early to construct both simple and complex sentences.

CEFL students respond to the communicative approach to teaching and learning, being involved in the process and developing their language skills by using the language in meaningful ways.

CEFL's trained teachers aim to help

students acquire grammatical correctness by using guided group activities to generate language usage. Language skills are developed in the context of topics, which both interest and involve the students.

The teachers are equipped to make students more aware of the English language functions in various modes of communication to help them expand their linguistic horizons and create more skilled communicators.

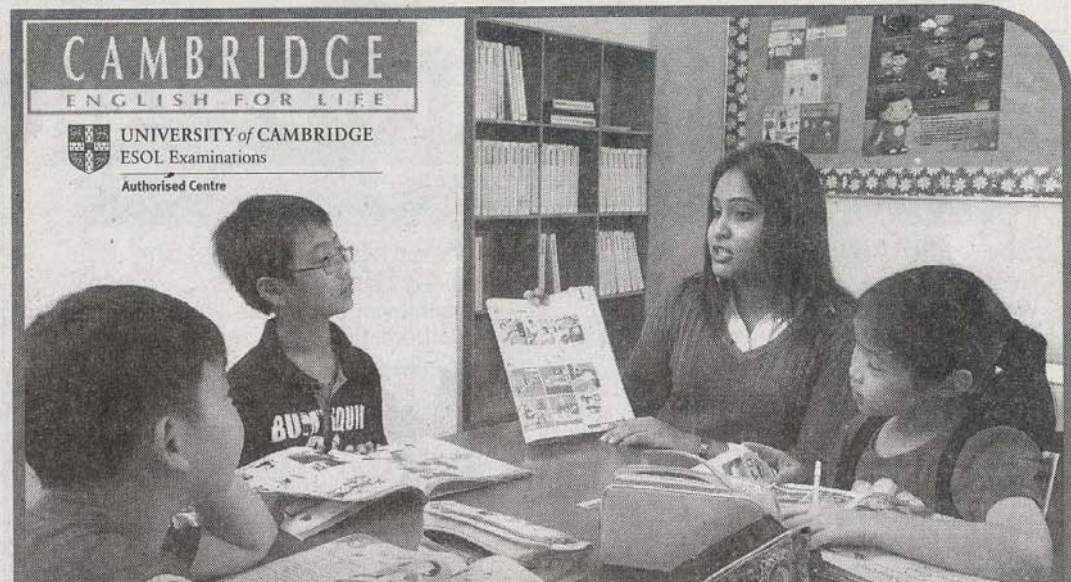
CEFL students understand that English is a tool which enables them to express their thoughts and emotions clearly and concisely.

Parents are their children's first and most important teachers and CEFL aims to work in partnership with parents to create a working relationship which optimises the students' development. They find that language makes things happen.

Professional courses in international colleges and universities require students to have effective communication skills in the English language, as in the working world.

To reach the ultimate goal, all preparation comes into play. Training, teamwork and mental preparation all gear towards the development of English language skills. English gives us all a competitive edge both locally and globally. With proper preparation, our children can aspire to succeed.

■ For details about CEFL courses, call Lily at 03-7883 0912 or visit the CEFL website at 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 and CEFL centres conduct the following preparatory courses leading to the Cambridge ESOL Examinations.

| Young Learners English (YLE) | The Cambridge Main Suite | Business English Certificates (BEC) |
|--|--|--|
| <ul style="list-style-type: none"> • Starters • Movers • Flyers | <ul style="list-style-type: none"> • Key English Test (KET) • Preliminary English Test (PET) • First Certificate in English (FCE) • Certificate in Advanced English (CAE) • Certificate of Proficiency in English (CPE) | <ul style="list-style-type: none"> • BEC Preliminary • BEC Vantage • BEC Higher |

Cambridge English For Life Head Offices

LONDON
Cambridge English For Life Limited (71933594)
 162-168 Regent Street
 London W1B 5TD

KUALA LUMPUR
Cambridge English For Life Sdn Bhd (386971-H)
 A-1-10, Merchant Square, No. 1, Jalan Tropicana Selatan 1, PJU3, 47410 Petaling Jaya, Selangor

Enquiries about CEFL courses and Cambridge ESOL exams can be made at the following CEFL centres:

Ambang Botanic, Klang Tel: 03-33243565 • Bandar Baru Klang Tel: 03-33435886 • Bandar Puteri Puchong Tel: 03-80602013 • Bangi Tel: 03-82101525 • Batu Pahat Tel: 07-4319633 • Bayu Perdana, Klang Tel: 03-33233306 • Blossom Heights, Seremban Tel: 06-6336001 • Bukit Jelutong Tel: 03-78459582 • Bandar Sri Damansara Tel: 03-62760778 • Cheras Tel: 03-91314122 • Ipoh Tel: 05-5469398 • Johor Jaya Tel: 07-3515212 • Kajang Tel: 03-87345889 • Kepong Tel: 03-62726088 • Kota Damansara Tel: 03-61406030 • Kota Kemuning Tel: 03-51227271 / 7261 • Kota Kemuning (CCH) Tel: 03-51211366 • Kota Kinabalu Tel: 088-389290 / 1 • Mahkota Cheras Tel: 03-90190123 • Georgetown, Penang Tel: 04-2278929 • Bukit Jambul, Penang Tel: 04-6460929 • Putra Heights Tel: 03-51926368 • Serdang Tel: 03-89414746 • Seremban 2 Tel: 06-6017300 • Setia Alam Tel: 03-33444603 • Sitiawan Tel: 05-6883688 • Sri Petaling Tel: 03-90582771 • Taman Desa Petaling Tel: 03-90572007 • Taman Tun Dr. Ismail Tel: 03-77108916 • Tawau Tel: 089-913622 • USJ 21 Tel: 03-80235248 / 5829

☎ : 03 7883 0912 | 📠 : 03 7883 0712 | ✉ : info@cambridgeforlife.org | 🌐 : www.cambridgeforlife.org