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For Primary and Secondary Schools!

UTUSAN MALAYSIA • TUESDAY 22 FEBRUARY 2011

CAMBRIDGE

ENGLISH FOR LIFE

UNIVERSITY of CAMBRIDGE
ESOL Examinations
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Get Creative

BY: MOHD. FADZLY MOHD IZAB

CAMBRIDGE English For Life Sdn. Bhd. (CEFL) in collaboration with Utusan Malaysia is organising a short story writing competition for primary school students aged nine to twelve. The entry forms for the competi-

tion aptly called *Publish It!* is available in *e-LAB*, *Utusan Malaysia's* English language supplement and *mySekolah*. However, the closing date is 31st March 2011 and teachers and students are encouraged to take advantage of this wonderful opportunity and send in their entries as soon as possible.

The Chief Executive Officer of CEFL, Dr Esie Chin, said the objective of holding such a competition was to inculcate an interest in writing and reading among students right from the primary school level. "By taking part in competitions such as this, primary school students are indirectly improving their English lan-

guage especially in the areas of grammar and vocabulary. It also gives them an opportunity to improve their writing skills," she said when met at the CEFL headquarters in Petaling Jaya, Selangor, recently.

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Grand prize:
1 x Scholarship (*) for one (1) year English language course with Cambridge English For Life and other attractive prizes.
Consolation prizes: 9

Publish It!

A short story writing competition by E-Lab and Cambridge English For Life



Competition Mechanism

- In less than 250 words, write a short story in English
- ★ which is fictional;
- ★ that ends like this "..... it could have been so different if all this had never happened.";
- ★ that includes these 3 words: fabulous, frantic and foremost.

Rules & Regulations

1. This competition is open to Malaysians aged 9-12.
2. Employees of Cambridge English For Life and Utusan Malaysia and their immediate family members are not eligible to participate in this competition.
3. Competition will be marked based on the following criteria: creativity, usage of accurate grammar and vocabulary and correct spelling.
4. Each participant is entitled to only one (1) entry. Original entry form and short story are to be submitted by post to the address below. Please indicate clearly on the front of the envelope, *Publish-It!*
5. All stories must be handwritten and be legible.
6. Cambridge English For Life and Utusan Malaysia reserve the right to use the names and / or photographs and stories of the winners for the purpose of advertising, trade and / or publicity, without any prior notice to the winners and the winners shall not be entitled to claim ownership of or other forms of compensation for the materials.
7. Judges' decision is final and no correspondence will be entertained.
8. The competition closing date is 31 March 2011.
9. Winners will be notified through electronic mail and telephone. For winners staying outside the Klang Valley, any costs incurred arising from prize redemption will be borne by them.
10. (*) The grand prize scholarship covers tutorial fees for one year only. Registration, material and book fees will be borne by the winner.

Entry Form

• Name (according to MyKad / MyKid / Birth Cert.) _____

• Correspondence address _____

_____ • Age _____ • Gender _____

• MyKad / MyKid / Birth Cert. _____ • Email _____ • Contact no. (Hse) _____ (HP) _____

Are you an existing CEFL student? Yes No (If yes, please state the centre's name: _____)

Cambridge English For Life Sdn. Bhd. (396911-H), A-1-10, Merchant Square, No. 1, Jalan Tropicana Selatan 1, PJU3, 474 10 Petaling Jaya, Selangor
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She further explained that students in this age group were more keen on taking part in competitions especially if it meant that they would stand a chance to win a prize.

"This competition will definitely attract much participation because the grand prize is a scholarship worth RM5,000 for a one (1) year English language course at any CEFL branch in Malaysia," she added.

Dr Elsie Chin said that students would be forced to pay attention during lessons and therefore pick up effective writing skills taught at schools. This knowledge could then be put into good use in out-

of-school activities such as the CEFL short story writing competition.

She added that CEFL chose to collaborate with Utusan Malaysia as the newspaper was the only Malay daily which had an English language supplement such as e-LAB.

"We hope this will encourage more participation from the Malay students.

"Students have to write a story revolving around the context and given phrases. This will force them to think and write creatively and not come out with just any short story.

"In this way, the competition will boost the self-confidence of students and

give them the spirit of healthy competition as well as giving their school a positive image," she added.

Dr Elsie Chin stressed that although CEFL was a local brand, the centre had gained international recognition due to the quality of education that it delivered.

"We hope more students from primary level right up to university level will start to come to CELF to increase their proficiency in the English language.

"With more than 16 years of experience in the field of education, we are confident that we can give the best to our students," she said.

CEFL has about 40 branches nationwide except in Sarawak. CEFL is a Learning and Accreditation Centre for English, Mathematics and early childhood education.

"We have a small number of students in each class and this makes it possible for the teacher to give more personal attention to the individual. Therefore, the student is able to get a better overall understanding of any subject matter that is being taught.

"Small classes means there is time for more student-teacher interaction and this creates effective two-way communication which is critical in the learning process," she said.