



Education and Culture

Socrates
Grundtvig



Attract Participation and Increase Motivation
of Young Male Language Learners

CONCEPT

FOR DEMONSTRATION EVENTS

Love Language! How to Attract Participation
and Increase Motivation of
Young Male Language Learners



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LOVE LANGUAGE! HOW TO ATTRACT PARTICIPATION
AND INCREASE MOTIVATION OF
YOUNG MALE LANGUAGE LEARNERS

Preface

The “LoveLanguage” project aims at increasing the curiosity to learn a foreign language, to increase the motivation of foreign language learners and to keep young male learners interested in order to prevent their drop-out.

The project partnership has developed a Handbook and a Toolbox “Love Language! How to Attract Participation and Increase Motivation of Young Male Language Learners” to offer language course providers and their trainers and tutors an appealing approach for young male language learners by introducing learning contents that reflect male interests and to inform about underlying principles referring to the special requirements of the following target groups: Educational drop-outs, ethnic minorities (especially immigrants and Roma), long-term unemployed young adults, socially marginalised people.

The LoveLanguage Handbook also addresses key actors for lifelong learning and language learning training policies in order to inform people responsible for the design of adult education measures and stakeholders in education policy on how to induce motivation among people who, for various reasons, have hitherto been reluctant to take up foreign language learning. It consists of several different modules that allow flexible utilisation according to various specific requirements. The Tool Box, as a complementary product to the Handbook, is designed for all adult education vocational qualification institutions and for trainers. The collection of materials and methods can be used, because of their modular structure, for a wide variety of measures and interactions.

Improving sustainability

This Concept for the “*Love Language Demonstration Events*” was developed with the aim of improving the sustainability of the project and the dissemination activities concerning the LoveLanguage Handbook and Toolbox.

The basic structure of the Demonstration Event consists of a one or two day event, directed at key persons in education, consisting of the following key elements:

- Presentation of the project background and philosophy
- Presentation of the project outcomes (Trainer's Handbook and Toolbox)
- Statements of trainers and of learners who participated in the pilot course
- Discussion

It focuses on how to enrich the design of information events with "appetizer" elements that enable an attractive and enjoyable approach to an educational theme

- How to raise, among adult education providers, their interest to make use of the project's products that will be available free of charge and to incorporate them into their training concepts
- How to raise encourage education policy makers to promote educational concepts that reduces young men's difficulties in maintaining motivation after having negative experiences in the formal system
- How to attract widespread publicity in the media for the project
- How to raise curiosity among the final target group receiving information about this event through the media to take part in foreign language learning and to overcome their resistance towards such educational activities

THE AIM

The intention of the LoveLanguage Demonstration Events is to inform the relevant target groups in the education sector as well as interested public about the outcomes of the LoveLanguage project. It is understood to be an appetizer for national educational organisations and adult education providers to implement and make use of the positive approach of the LoveLanguage project.

Co-operating partners & multipliers

- Ministries of Labour, policy makers
- Labour Exchanges
- Target groups (users of the project results and products)
- Basic skills providers and their trainers and tutors: they will have free access to new basic skills training concepts.
- Key actors for lifelong learning and language training policies.
- According national and European programmes, initiatives and networks.
- Social partners: The project partnership also includes social partners from various European countries.

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