

How to improve pronunciation with authentic context

A Buenos Aires-based private educational institution improves pronunciation and fosters ESL learners at K-8



CLASS

Challenge

Young learners in Argentina face difficulties in mastering the pronunciation of the new language due to the lack of authentic context.

Solution

Making the authentic context of English an essential part of their everyday lives in a way that engages the new generation of media users.



Welcome to the land of delicious empanadas, football, and passionate, go-big-or-go-home attitude locals with an elevated interest in European cultures alongside their Latin-American identity and heritage. This city is a true melange of the captivating, colourful, rich traditions of South America with traces of the best of Europe: cuisine, architecture, and even languages.

The year is **2023**, and we are in a private primary and secondary school in the heart of Argentina's capital city, Buenos Aires.

Did you know that Argentina, unlike many neighbouring countries, teaches English as a second language following the British curriculum and dialect? The importance of English learning is undeniable by now, and while **many schools prioritize ESL in their curriculum**, children have limited opportunities to practice the language and no authentic exposure to practice and pronunciation.



Alfredo Bilopolsky

Head of English Teaching
Department,
Escuela Scholem Aleijem

THE CUSTOMER

Alfredo is the head of the English teaching department of Escuela Scholem Aleijem in Buenos Aires, a private institution where English teaching is a priority. The facility is well-equipped with modern technologies: interactive smartboards in the classrooms, and tablets/laptops are available for the students. Their 1200 pupils start learning English as a second language at preschool, ages 3-5. The importance of the quality of education is number 1 on the school's list, providing amazing materials and teaching methods delivered by great educators. Oh, and the results. Young learners who don't only improve their skills but enjoy the process of learning. Sounds easy enough, doesn't it?



Private
institution



1200
pupils



Start learning
English at ages
3-5



Well-equipped
facility

1. Students didn't speak much

Better Pronunciation

2. Teachers struggled with implementing new tools

User Friendly Technology

3. It was difficult to hold children's attention

Engaging Content



CHALLENGE NUMBER 1

Pronunciation is a pain point due to the lack of exposure to authentic spoken English



The students at Scholem Aleijem receive great support from their tutors and are highly skilled in English grammar and vocabulary. Pronunciation and speaking skills, however, are an area that Alfredo was keen on improving.



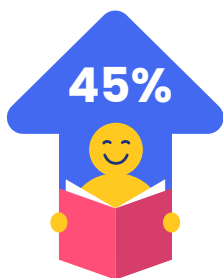
Students don't speak much, they learn a lot of grammar, but they lack the oral skills.



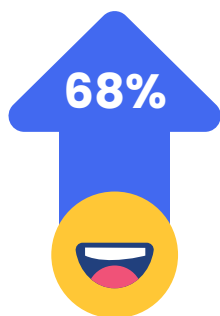
SOLUTION

In 2022 they implemented BOOKR Class, an award-winning English teaching and learning tool created by the Europe-based edtech startup BOOKR Kids.

We've experienced a 45 % points improvement in reading comprehension, as well as a striking rise (68%) in their performance in pronunciation.



Reading Comprehension



Pronunciation

**data retrieved from the app's AI voice recording tool.*

BOOKR CLASS CONSISTS OF TWO MAIN PARTS:

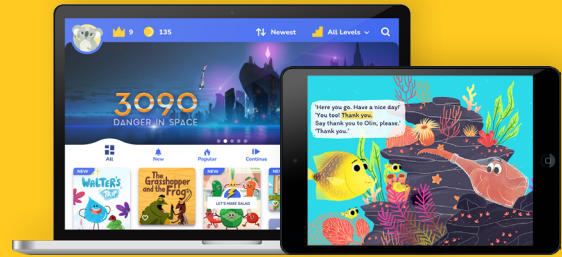
- a **Library application** with **1000+** graded books for children aged 4-14, accompanied by educational games and exercises to help practice all 4 skills of language acquisition.
- and a **Teacher's Dashboard**, a clever admin site for educators to look for materials, assign and track performance.

The stories are all narrated by native speakers: actors, and storytellers to make the stories more engaging and expose children to the correct pronunciation - without them even noticing. The text is highlighted so the readers match sentences/expressions with the sounds more easily.

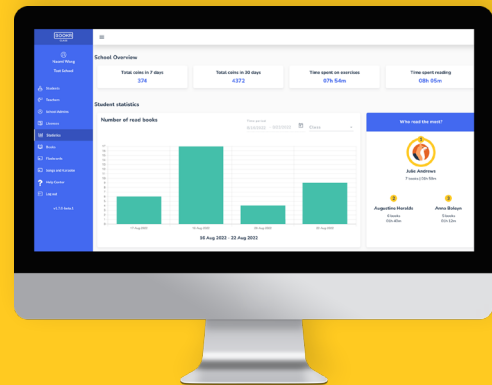
“

We found that reading and listening help to address this issue - students listen to the story and become more confident speaking. We can see a great shift ever since we started using BOOKR Class in our classes.

”



Library Application



Teacher's Dashboard

optional highlighting

quality illustration

synchronized animations

authentic narration

interactive games

sound effects





CHALLENGE NUMBER 2

Teachers were reluctant to use new technology tools in their classes

“

One of the most striking advantages of BOOKR is that it enables teachers to change classroom dynamics, especially during the daily routines. The question **“What book or books have you read?”** triggers a lot of class discussion and rich language work in class.

”

Educators at Scholem Aleijem were reluctant to use new digital tools in their classes, ‘but once they logged in, they loved it’ - explains Alfredo.

“

We tried other reading apps but they were difficult to use and quite overwhelming for our teachers. There were so many materials and it was not easy to navigate.

BOOKR is User-friendly and easy to adapt to any environment and device

- which was a great success with my colleagues as it was one less factor to worry about during classes.”

”





Technology and new and foreign additions to our lives - never expect that to be an easy ride. Our brain's automatic response is to resist anything new, it tries to protect us from potential danger. With a simple, short, and sweet onboarding process and a user-friendly interface, however, teachers get familiar with the system in seconds, demolishing all their fear and resistance.

Alfredo explains what other resources convinced ESL educators at Scholem Aleijem and what helps them succeed with the app in class:

“ They love the additional printables, lesson plans, and worksheets! The Teacher’s Handbook in particular is very useful and **easy to implement**, accompany the books in the app. **BOOKR is a very straightforward, powerful platform.** Once we started using it, it didn’t take long for our English department to fall in love with it. ”





CHALLENGE NUMBER 3

Students realize the importance of the English language but are reluctant to stay focused and actively participate in classes, which shows in their results as well



Today's learners, who grew up surrounded by media everywhere they looked, have become highly skilled and selective. They identify what interests them and focus on content that captures their attention and keeps them interested and engaged for the duration of a whole lesson.

“

We utilize BOOKR Class in many different ways to make sure students fully emerge in the process. The material itself is very engaging, with sounds, animations, and games - it all makes the class very interactive. Our students just love it!

”

For the smaller grades and kindergartens, they prioritize the song format of the stories, BOOKR even has a Karaoke version for most of these stories.

For higher primary school groups, BOOKR's role is threefold:

- As a whole class activity: Reading aloud after listening to the native narration
- Project work on a specific topic that they prepare at home and present in class in groups, basing their work on books they find about the topic
- Assignments and homework

“

With BOOKR, we can also teach them to be autonomous students. The Teacher's Dashboard admin tool allows tutors to send homework, but we also like to let them choose whatever they are most interested in

”



Alfredo's favorite BOOKR USPs:

- ✓ user-friendly platform
- ✓ easy to adapt to any environment and device: they use for class activity, project work, assignments, and homework
- ✓ children read more with BOOKR Class: the visual elements engage them while learning

Both age groups are mobilized and motivated by a little challenge and healthy competition:

“

Reader of the month statistics that we can easily check in the Teacher's Dashboard is great to use to motivate students. To announce the winners, our teachers can even download templates to print out and give them certificates. Kids go home so proud and excited!

”

Alfredo highlights the rise in the time students are able to stay focused and engaged in lessons since using BOOKR Class.

“

“What surprises us most is the fact that students spend an average of 25 minutes in the app, which is a very long time compared to other educational apps we have used.”

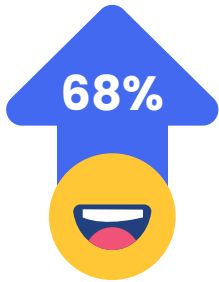
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25 min.

CONCLUSION

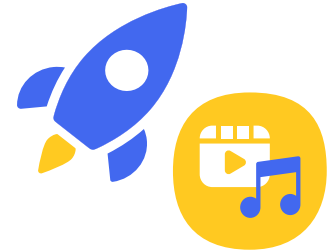
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- 2 Teachers struggled with new technology
- 3 It was difficult to hold children's attention



Using BOOKR Class resulted in a striking rise in students' performance in pronunciation

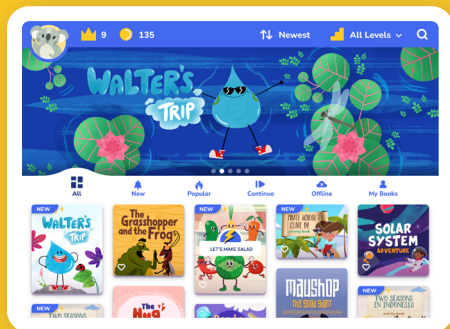


BOOKR Class is user-friendly and easy to adapt to any environment and device



BOOKR's content is very engaging with sounds, animations, flashcards and games.

THE PRODUCT



a Library application



with **1000+** graded books



for children aged **4-14**

RESULTS

In **1** academic year



Students spend an average of **25 minutes** in the app



+45

45 % points improvement in **reading comprehension**



+68

A striking 68% rise in students' performance in **pronunciation**