

**IT IS INTERESTING TO KNOW**

# PEARSON-DINTERNAL:

## PARTNERS IN LEARNING

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### What is Pearson?

Pearson is a British multinational publishing and education company based in London. They have changed considerably over the last 300 years starting from publishing under the Longman brand and developing into the world's largest education and publishing company. Today Pearson also provides a range of education products and services to institutions, governments and to individual learners to help people everywhere aim higher and fulfil their potential.

Pearson owns and collaborates with a large number of education brands, including media companies (*i.e. BBC Active*), publishers (*Longman, Penguin, Collins, Heinemann*) and assessment organisations (*EDI, Edexcel, LCCI*).

### What type of support does Pearson provide?

One of the most important areas of work for Pearson is secondary and higher education, providing learning services, assessments and collaborating with governments to reform school systems. One of the largest divisions at Pearson is Pearson English, which provides textbooks, digital technologies and education services to teachers and students.

### Where does Pearson operate?

While developing education solutions worldwide, Pearson has their largest market in the USA, where they work to help make education more effective, accessible and affordable for a diverse community of learners.

Pearson's other core markets are the UK, Australia, Singapore, Germany, France, Benelux, China and Italy, where they work closely with educators and policy makers to improve learning through curriculum creation, designing assessment and developing digital learning systems.

### How does Pearson work in Ukraine?

Pearson has been represented in Ukraine for over 15 years by its official partner Dinternal Books via a network of offices in Kyiv, Lviv and Odesa. Ukrainian English language educators can benefit from complete English language courses for pre-primary, primary, secondary and

higher education levels, as well as online learning platforms and resources.

In 2010 Pearson Test of English (General or Young Learners) became available in Ukraine. More than 20 test sessions have taken place since then, and over 3000 test-takers have received certificates.

In 2014 LCCI International Qualifications in Business English were also introduced into Ukraine. Ukrainian test-takers took their first LCCI English for Business exam in December 2015.

Pearson representatives work closely with the Ukrainian Ministry of Education to develop effective education solutions for schools, higher education and government institutions, including the development of External independent Testing.

### What is Pearson-Dinternal Education Centre?

Dinternal Books was established in 1998 as a book-selling company, which distributed authentic English coursebooks, dictionaries and literature in Ukraine. Over the years, the company has developed into a progressive ELT methodological centre providing comprehensive support to Ukrainian teachers and learners of English.

Representing a world's leading education company, we have provide a full range of ELT resources, including:

- complete general English courses for pre-primary, primary, secondary and university levels
- exam preparation and English for specific purposes courses
- Grammar, Vocabulary and Pronunciation reference and practice materials
- additional resource packs for teachers
- a full range of monolingual and multilingual dictionaries
- multimedia resources

Apart from providing high-quality authentic ELT resources to Ukrainian teachers in secondary schools, universities and language courses, Pearson-Dinternal's Methodological Team supports teachers in a number of ways. Please visit our website to find out more about what we can do for you: [elt.dinternal.com.ua](http://elt.dinternal.com.ua)

#### ***Supporting Ukrainian teachers***

Pearson-Dinterna's Methodologists are all CELTA/DELTA-qualified teachers with teaching experience in Ukraine and abroad. We offer all-round methodological support by conducting various ELT events for teachers. These include seminars to share new ideas and best practices in ELT as well as practical seminars, which combine ELT theory with practical tasks. We also offer hands-on workshops for teachers to try out some effective teaching techniques or to give practical ideas for exam preparation lessons.

#### ***Supporting students***

There are a number of useful and engaging events we offer for school and university students. For example, we conduct interactive workshops for students to practise different exam-type tasks, including intensive External Independent Testing trainings. Our demo-lessons show various lesson types and are usually followed by a discussion of classroom procedures and teaching tips with the teachers.

#### ***Local components and supplementary resources***

We produce a number of supplementary resources to help teachers adapt authentic courses to Ukrainian needs. Our *Teacher's Companions* contain detailed instructions for lesson planning and plenty of teaching tips and ideas, all written in Ukrainian to save teachers' time. *Across Ukraine* supplements provide interesting materials related to Ukraine with relevant grammar and vocabulary practice, which complies with the Ukrainian curriculum. We also regularly develop Teacher's Festival Packs offering ideas and materials for fun holiday-themed lessons, as well as Summer Camps Teacher's Packs with different materials and detailed lesson plans to support teachers during Language Summer Camps.

#### ***Supporting the Ministry of Education***

On a larger scale, we cooperate with the Ministry of Education of Ukraine and with city and region methodologists providing expert consulting on ELT methodology and External Independent Testing. We also participate actively in the *Go Global* initiative to promote effective English teaching and learning in Ukraine.

#### ***Going Online***

Representing one of the leading education companies in the world, we offer cutting-edge technological solutions for Ukrainian classrooms. Most of Pearson's courses are supplied with interactive multimedia components, such as ActiveTeach and ActiveBook or MultiROM. We also promote virtual English teaching 'laboratories' (MyEnglishLab and MyGrammarLab) which help teachers combine traditional and online learning to engage students and have more control over their progress.

If you are interested in any of our services or would like to order an ELT event in your area, do not hesitate to visit our website [elt.dinterna.com.ua](http://elt.dinterna.com.ua) and contact our methodologists.