

# Applications and Contents of the papagei.com App “papagei PRONOUNCE” & the Language Training “Business English Expert”

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**Abstract**—At this year’s ceremony of the International E-Learning Awards, prizes were awarded to two language learning products by the Hanover start-up company papagei.com – Video Limbic Learning System. This year, the digital pronunciation coach “papagei PRONOUNCE” was given an award as second best learning solution in the Mobile Learning category, and the video language course “Business English Expert, available on [www.papagei.com](http://www.papagei.com), was awarded a prize as third best language learning product in the E-Learning category.

## I. INTRODUCTION

With more than 10,000 original-language videos and over 32,000 interactive exercises from the most diverse subject areas, papagei.com is the largest video language learning platform in the world. For its unique language learning solutions, the Hanover-based company, which operates internationally, has won two Comenius EduMedia Awards, the international Worlddidac Award, the German educational media award “digita”, the “INNOVATION PRIZE – IT” by Initiative Mittelstand, and the “Top 100” award for particularly innovative companies. Since July 2013, papagei.com is certified by TÜV.

With the “Video Limbic Learning Method” by papagei.com, languages can be learnt up to 20 per cent faster. Based on the latest neuro-scientific findings for successful learning, papagei.com turns interesting original videos into interactive video language courses for intuitive language learning.

Now two times awarded with the International E-Learning Award, the language learning platform papagei.com makes possible individual, flexible and mobile learning on PC, tablet and smartphone – suitable for today’s people’s consumption behaviour. With the learning solutions by papagei.com, companies benefit from a didactically tested and provably successful method with which they can optimise their employees’ language skills in an especially motivating, efficient and more economical way than with other solutions.

## II. PAPAGEI PRONOUNCE

The pronunciation training app “[papagei PRONOUNCE](#)” allows for practising the English pronunciation anytime and anywhere. More than 180 training texts of different difficulty levels, bundled in 18 practically relevant topics, range from casual small talk over preparing a business trip to complex job interviews. But they are also suited for the preparation for the next holidays.

The app is free for mobile phones with iOS or Android operating system.

### A. That is how “papagei PRONOUNCE” works

The user installs the app on their mobile phone. The pronunciation training can start immediately – for the app, the user does not need an online account on papagei.com. After starting the app, the user chooses a situation or a topic that they find particularly interesting. Right away, they are shown the first training sentence.

Now, the user has different possibilities: they can start with the pronunciation exercise directly, or can initially listen to a native Brit reading the sentence out aloud. After that, the user starts the recording of their own voice with the microphone button. Then, they get an immediate evaluation of their pronunciation. The user can optionally either repeat the sentence or jump to the next one.

If they do not understand a sentence, the user can see the translation via the flag symbol. The app’s language is English. There are translations available for native speakers of German, Turkish, Russian, Spanish and French. The desired language can be changed in the settings of the app.

The app also recognises what the user records and compares it with a native speaker’s pronunciation. The feedback is given based on a grading from 1 to 10, with 10 being the best and thus, meaning perfect pronunciation.

The app was developed together with a partner of papagei.com, and currently has 2,000 users. It is also enthusiastically recommended among the company customers of papagei.com, and used additionally to an online language course.

## III. BUSINESS ENGLISH EXPERT

The second award-winning product by papagei.com is the interactive video language learning training “[Business English Expert](#)”. “Business English Expert” is a video language course for English learning for German native speakers. It is suitable for learners with a language level of B2. The course consists of 12 units, 63 videos, 63 pronunciation exercises, 438 grammar exercises, 252 self-tests for monitoring the learning progress, and nine e-books covering the most important social skills and grammar topics. It is designed for a learning time of 6 or 12 months.

With the training, the learner is supposed to not only improve their knowledge of English, but also feel more confident in different situations on the job: presentations, business lunches, strategy talks, video conferences and business negotiations.

### A. *That is how “Business English Expert” works*

“Business English Expert” is one of the most popular products on papagei.com. The employees of many renowned companies are already practising with this course.

Each original-language video comes with two subtitles and is played back on the innovative papagei video learning platform. The subtitles can be switched on and off, just as one likes. It is recommended to switch on both subtitles when watching the video for the first time to be able to understand the spoken text in total. This way, the learner sees and hears the language they are learning in the original while the brain builds the structures it needs to learn a new language in a fast and efficient way. Depending on their learning progress, the user can switch off the subtitles later.

The papagei player is equipped with many innovative functionalities which make it easier for the learner to complete the language training. The sentence markers enable the learner to jump to specific points in the video to watch them again. With the repeat-sentence functionality, the learner can repeat a sentence as often as necessary. The “turtle functionality” activates slower playback in case the learner was not able to grasp every sentence or situation. Individual words the learner does not know yet can be clicked on in the subtitle – and the digital PONS dictionary opens up and shows possible translations. With the “plus button”, the unknown words can directly be added to the learner’s personal Vocab Coach. This way, they can create an individual vocabulary list and actually learn the words they do not know. For each video, there is a list of words which are particularly important for the video. These can also easily be added to the learner’s personal list.

Matching each video, the learner practises their pronunciation with the digital pronunciation coach by papagei.com. Just as with the app “papagei PRONOUNCE”, they get live feedback and can repeat the training as often as they like. Likewise matching each video, the learner is provided with interactive exercises with which they can train grammar and text comprehension.

The short tests are for self-monitoring and show the learner what they already know and what they should keep on practising. In the individual learning activities calendar, the learner can exactly keep track of the development of their learning progress and when they have practised how much.

### B. *Why business trainings are that important in the field of foreign languages*

According to the study “[Jobzufriedenheit 2014](#)” by personnel service provider Manpower, employees wish, above all, for more qualifications that benefit their international career possibilities. One out of three wants to learn new foreign languages or improve their skills. pa-

pagei.com identified this trend already when going online in 2013, and accordingly developed trainings which are constantly being renewed and adapted.

The business trainings by papagei also exist for German as a foreign language. Here as well papagei reacts to a trend: More and more European professionals enter the German job market and have to become acquainted with the new country’s language and culture in a minimum of time. The business trainings do not only cover the language aspect but at the same time equip the learner with other skills that are necessary for being successful in the office.

In the same way, papagei.com provides companies that demand knowledge of special vocabulary of their employees with suitable trainings. When required, papagei.com turns corporate videos into videos suitable for language learning as well.

Companies whose employees have good foreign language skills are provably more successful than others on an international level. And the business trainings by papagei.com adapt to the learners’ needs. The trainings do not have a fixed timetable but are accessible online anytime and always in a flexible way. No additional software installation is necessary. So the training can start right away.

Furthermore, employees can hire an online language coach as an intensive language learning method. At the beginning, the coach analyses the language level and, together with the learner, defines goals and training needs. The online face-to-face training takes place via a modern online conferencing tool, with the trainer complying with the learner’s schedule. This addition is just the thing for learners who want to intensify their language skills very last-minute, and for all who are in need of communicating with a native speaker.

Apart from the two prize-winning products by papagei.com, there are many more interactive video language learning products available on the online platform. The product range addresses learners in companies, schools/institutions and private individuals.

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