

Attract Participation

and Increase Motivation of

Young Male Language Learners

Multiplier Conference Istanbul, 12-13th June 2008

### Contents



- Welcome of participants
- Project overview
- Background information
- Project objectives
- Love Language outputs

# Multipliers/strategic partners



Catarina Macedo, CFAS Ingmarie Rohdin, FOLK Joost van Maanen, ROC Nijmegen Kalina Semova, Career Centre University Sofia Mariusz Andryszczyk, WSHE Marta Małecka-Dobrogowska, BIR Nevena Rakovksa, BFE Pamela Clayton, DACE Patricia de Bruijn, Taal Expertise Centrum Radostina Radanova, State Agency Youth & Sports Sigita Dereskeviciute, Magnus University Kaunas Sirkka Perttu, University Helsinki Stojan Zagorc, Tina, Papilot



## Partners present



Helmut Kronika BEST

Karin Hochmayer BEST

Cecile Besrest Butler Careers

Paolo Leotti GES

Tony Betts Global

Thomas Nilsen, Ela Nilsen GODALEN

Karin Dörr VHS



# Some Project Information



Duration: 2 years

1st October 2006 – 30th September 2008

13 operative partners from 13 European countries



# Background



Investigations exploring gender effects on adult foreign language learning unanimously state the fact that language uptake is imbalanced between men and women and that language courses usually have a larger proportion of female participants.

After health and allied services, foreign language is the second highest female-dominant education area, the ratio between women and men in language learning varying between 3:1 and 2:1.



# Background



In addition to this, there are significantly higher numbers of male drop outs.

Analysis of reasons shows that men find language courses not interesting enough or even boring and often too much oriented towards female subjects.

Especially among young male adults, language learning is considered as not being "cool", and therefore this misconception leads to barriers on several fields: Reduced participation in a wider society, reduced access to information, reduced chances on the European labour market.



# Objectives



The overall objective of the project is to enable young male adults with particular "foreign language learning resistance" to establish their "love for language" by increasing their interest and uptake of foreign languages and to increase their participation in the life long learning society.



Grundtvia

## Our main outputs



#### Trainer's Handbook

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

#### Tool Box

complementary product to the Handbook, collection of materials and methods, modular structure

#### Concept

"Concept for the Organisation of 'Love Language!' Events"

- Deployment and Valorisation Plan
- Multiplier Seminar





### More information...



Attract Participation and Increase Motivation of Young Male Language Learners



Attract Participation and Increase Motivation of Young Male Language Learners

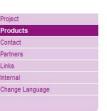
News		
Project		
Products		
Contact		
Partners		
Links		
Internal		
Change	Language	



Cesky Dansk Deutsch English Español Français Íslenska Italiano

Latviski Norsk Romana Türkce

age Learners





TOOLBOX

Love Language - Trainer's Handbook

The project partnership has primarily developed this Trainer's Handbook to offer language course providers and their trainers and tutors an attractive approach for young male language learners by introducing learning contents that reflect male interests and to provide information about underlying principles referring to the special requirements of its target groups. The 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 rejuctant to take up foreign language learning.



· Download: Love Language Handbook including an exemplary excerpt of the Toolbox

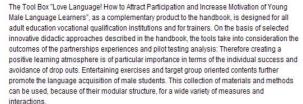
Cesky - Dansk - Deutsch - English - Español - Français - Íslenska - Italiano - Latviski - Norsk - Romana - Türkce



229813-CP-1-2006-1 -AT-GRUNDTVIG-G1PP

This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein





. Download: Love Language Toolbox - full version English

#### Love Language!

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

Investigations exploring gender effects on adult foreign language learning unanimously state the fact that language uptake is imbalanced between men and women and that language courses usually have a larger proportion of female participants. After health and allied services, foreign language is the second highest female-dominant education area, the ratio between women and men in language learning being considerably varying.

In addition to this, there are significantly higher numbers of male drop outs. Analysis of reasons shows that men find language courses not interesting enough or even boring and often too much oriented towards "female subjects". In general, men frequently have automatic associations of language learning with feminine roles. Especially among young male adults, language learning is considered as not being "cool", and therefore this misconception leads to barriers on several fields: Reduced participation in a wider society, reduced access to information, reduced chances on the European labour market.



The overall objective of the project is to enable young male adults with particular "foreign language learning resistance" to establish their "love for language" by increasing their interest and uptake of foreign languages and to increase their participation in the life long learning society.

zogene Weiterbildung und Personaltraining GmbH

www.love-language.org

### Love Language!



### Thank you for your attention!



BEST Institut für berufsbezogene Weiterbildung und Personaltraining GmbH Mariahilfer Str. 8 A – 1070 Wien

T: +43-(0)1- 585 50 50

F: +43-(0)1- 585 50 50 - 77

I: www.best.at

E: helmut.kronika@best.at



