

GO English!



In Our Words



Work as a class to show off your English skills with a creative project!

Shine a spotlight on your town and have fun using English in your classroom with the **TOEFL® Young Students Series GO English!** project. Your class will use English-language skills to explain what's great about your town in a **video, radio, poster or newspaper column advertisement.**

ETS, the world's largest nonprofit educational measurement organization, is committed to delivering high-quality assessments, conducting world-class research and advancing education worldwide. **We are also committed to promoting learning that engages students on multiple levels.**

With the **TOEFL Young Students Series GO English!** project, students will be inspired to practice and improve their English-language skills, take pride in showing off their town and work as a class to create an amazing advertisement.



Advertise your town

Explain or show why people should **visit your town.** Your class will receive special rewards for participating — including promotional items, educational materials, a plaque and certificates — once you turn in your project.



Project Deadline
December 31, 2014

Visit www.ets.org/toefl/goenglish for details.

Work as a class to advertise your town

What are the theme and goals for the project?

Theme: Advertise your town

Goals:

- Work as a class or in small groups for a total of 5–10 hours over several weeks.
- Say or write enough English to effectively communicate your message.
- Be creative.

PROJECT	RADIO ADVERTISEMENT (AUDIO)	VIDEO ADVERTISEMENT (VIDEO)	NEWSPAPER COLUMN ADVERTISEMENT (PRINT)	POSTER ADVERTISEMENT (PRINT)
LENGTH	60 seconds maximum	60 seconds maximum	400 words maximum	200 words maximum
SUGGESTED PLAN Feel free to adapt the plan for your classroom, as needed.	WEEK 1			
	Collect ideas. What do you want to talk about?	Collect ideas. What do you want to talk about?	Collect ideas. What do you want to write about?	Collect ideas. Get or draw pictures of different places in your town.
	WEEK 2		WEEK 2–3	
	Write and revise a script with your class or in a group.	Write and revise a script with your class or in a group. Choose pictures or places you want to feature in your advertisement.	Write and revise your newspaper column with your class or in a group.	Write on paper a little bit about each picture. This is called a caption. Write as a class or in a group.
	WEEK 3			
	Practice speaking clearly.	Practice speaking the advertisement clearly. Organize your images and develop a plan for making the video.		
	WEEK 4			
	Record your advertisement. Make sure you speak clearly. Include a class picture with your advertisement.	Video record your advertisement. Make sure you speak clearly.	Write or type your column clearly. Make sure to spell words correctly and use correct punctuation.	Put the pictures and captions on the poster. Take a picture of the poster. Make sure you can read the captions and see the pictures. Take a second picture of your class with the poster.

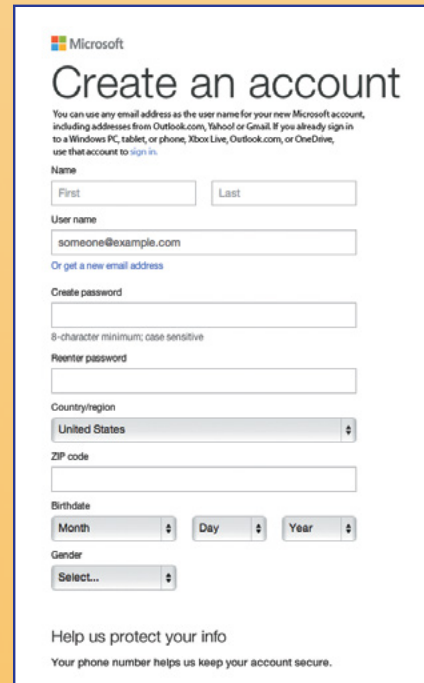
Log in and uploading instructions

How do I log in to the **TOEFL® Young Students Series GO English!** website and upload a file of my students' project?

- If you don't already have a Microsoft® account, sign up for one at <https://signup.live.com>. The screen on the right should appear:

Then follow these steps:

- Click "Create account" at the bottom of the page once all of the information has been filled out.
- Write down the user name/email address and password, as these will be used to log in to the **TOEFL Young Students Series GO English!** site.
- Share the user name/email address with toeflgoenglish@ets.org so that access can be granted to the site.
- Once access is granted, you will then receive a link from toeflgoenglish@ets.org to upload your project.
- If you already have a Microsoft account and have forgotten your password, follow the instructions at <https://account.live.com/ResetPassword.aspx> for assistance.



The screenshot shows the Microsoft account creation page. At the top, it says 'Microsoft' with the logo. Below that is the heading 'Create an account'. A small note explains that any email address can be used as the user name. The form includes fields for 'Name' (split into 'First' and 'Last'), 'User name' (with the example 'someone@example.com'), 'Create password' (with a note '8-character minimum; case sensitive'), 'Reenter password', 'Country/region' (a dropdown menu set to 'United States'), 'ZIP code', 'Birthdate' (with dropdowns for 'Month', 'Day', and 'Year'), and 'Gender' (a dropdown menu set to 'Select...'). At the bottom, there is a section titled 'Help us protect your info' with the text 'Your phone number helps us keep your account secure.'

Acceptable file types

What type of files can I upload?

IMAGES	PRINT DOCUMENTS	AUDIO (60 seconds maximum)	VIDEO (60 seconds maximum)
.jpg .jpeg .png .gif	<p>.pdf (Portable Document Format or Adobe Acrobat®)</p> <p>.doc or .docx (Microsoft Word Document)</p> <p>.ppt, .pptx, .pps or .ppsx (Microsoft PowerPoint® Presentation)</p>	.mp3 .m4a .wav	<p>.mp4 or .m4v (MPEG-4)</p> <p>.mov (QuickTime®)</p> <p>.wmv (Windows® Media Video)</p> <p>.avi</p>

Any file uploaded cannot exceed 50MB.

Disclosure terms

Participants acknowledge and understand that the GO English project ("Project") is not a contest and that there are no prizes or awards associated with the Project. Participants agree that ETS, its shareholders, agents and representatives, affiliates, subsidiaries, advertising, Project and fulfillment agencies, and legal advisors are not responsible or liable for, and shall be released and held harmless from: (i) telephone, electronic, hardware or software program, network, Internet, technical and computer malfunctions, failures or difficulties, or human error, of any kind; (ii) any condition caused by events beyond the control of ETS that may cause the Project to be disrupted or corrupted, including theft, destruction or alteration of entries or website tampering; (iii) any printing or typographical errors in any materials associated with the Project; (iv) any and all losses, damages, rights, claims and actions of any kind in connection with or resulting from participation in the Project, including without limitation, personal injury, death and property damage, and claims based on publicity rights, misrepresentation, defamation, or invasion of privacy. ETS reserves the right, in its sole discretion, to suspend or cancel the Project at any time.

TOEFL®
Young
STUDENTS
series



About the TOEFL® Young Students Series

Designed to set the foundation for the successful development of English-language skills, the TOEFL® Young Students Series features age-appropriate assessments, products and services — including the TOEFL Junior® and TOEFL® Primary™ tests — to help guide younger students to the next steps of learning.

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