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ENHANCING LEARNING THROUGH INTERNET TECHNOLOGY

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Ключевые слова: Интернет-технологии, ЛингваЛео, скайп, онлайн упражнения, мобильные приложения, деловой английский язык.

We are living in digital era and it requires to be more and more connected with cyber resources. We find ourselves more often in cyber space browsing, searching for some data and doing some internet research. LinguaLeo is the best example how internet technologies blend into a powerful tool specially designed for the students to train their vocabulary, and to improve listening and reading comprehension. It's an interactive free website that enables the students to have not only a personalized training session but also to help them upload the most interesting real-life content: videos, songs, articles, and books for further studying. It has a full scope of exercises as well.

Мы живем в цифровом веке, и часто в течение дня мы проводим все больше и больше времени в киберпространстве. Мы ищем, занимаемся исследованием, развлекаемся и отдыхаем в сети. Бесплатный сайт ЛингваЛео является лучшим подтверждением того, как Интернет-технологии аккумулировали лучший опыт изучения иностранных языков. ЛингваЛео предоставляет полный спектр упражнений и материалов, необходимый как для новичков, только начинающих изучение, так и для людей, у которых уже есть основательный багаж знаний для оттачивания навыков и углубленного изучения языка в разных сферах применения. Так как сайт интерактивен, то разработчики сайта также предоставили возможность загружать свой собственный материал: видео, песни, книги и т. д. что существенно упрощает процесс обучения и персонализирует потребности обучаемого.

Introduction

LinguaLeo is a freemium online platform offering an English language learning service for Russian speakers. As of November 2014, over 9.5 million people worldwide have used its online service to learn English. Supported platforms.

LinguaLeo is available on the web, Android, iOS, Windows Phone, and as a browser extension. Users can learn at home or on the go in the context of everyday life, surfing the web, watching new videos, and listening to their favorite music. Mobile applications include additional functionality and let users study without a network connection. LinguaLeo web extensions are available for most popular Internet browsers and allow users to add new words to the personal dictionary and practice them later. All data is synchronized in real time across all user devices.

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funding from angel investors, and in June 2012 LinguaLeo received \$3 million from Runa Capital.

1 Functionality

LinguaLeo personalizes each user's learning program to make learning English more effective. First, LinguaLeo offers users a placement test to determine their language skill level. The service then develops a personal training program that takes the user's skills, goals, and preferences into account.

LinguaLeo offers training materials designed for fast learning progress. Users complete exercises that allow them to learn grammar, increase vocabulary, and improve reading and listening comprehension. They can also track their learning progress using the program's monitoring tools.

A defining feature of the service is that it allows each user to choose real-life content that he or she likes. A free LinguaLeo account provides learners with access to most of the service's content and tools. The collection includes more than 200,000 individual learning materials, including news, entertainment and business articles, TED Talks, popular songs, movie clips, stories, and jokes.

This approach solves the basic problem encountered in learning a foreign language – lack of motivation. The service uses gaming principles to capture the interest of learners, maximize enjoyment and engagement, and inspire them to continue learning. Leo the Lion is the main character of the service and a personal guide to the language jungle. This lion eats meatballs, and to receive the meatballs a user has to read texts, watch videos, complete language quests, and consolidate his knowledge during training.

2 Business model

Everybody can use the basic version of LinguaLeo's service for free. Users can also buy premium service by upgrading to "Gold Status," which includes over 20 additional grammar courses, nine video tutorials, four additional interactive practice trainings, and an unlimited personal dictionary. LinguaLeo also provides a platform for authors and publishers, which allows them to create courses and receive a portion of the total revenue. The service also helps teachers and language schools to provide training, create individualized learning programs, and easily assess student progress.

3 History

In October 2009 Aynur Abdulnasurov, a young entrepreneur with a team of five developers, traveled to Koh Chang, Thailand to work on a personalized online service for studying English. In March 2010 the team came back to Moscow and launched a beta version of LinguaLeo. By May they had expended the initial investment of \$120,000, so development was put on ice for six months.

In November 2010 the team received \$200,000 from a group of private investors, and by May 2011 the service had grown to 90,000 registered users.

In May 2010 the LinguaLeo team was listed among the top 10 Russian web development teams. In July 2010 the team won the BEAT-2011 contest. The service then reached a break-even point. By November 2011 it had 500,000 users.

In January 2012 LinguaLeo released its iPhone app. In March, two years after the launch, LinguaLeo had one million users. In May, the team released an application for Windows Phone. At that time the number of users reached 1.5 million, and LinguaLeo announced that it had raised \$3 million from the venture capital firm Runa Capital. In October 2012 it launched a mobile application for Android. In December 2012 LinguaLeo took first place in the Russian Startup Rating.

In February 2013 LinguaLeo launched its service in Brazil, and in the first half of that year the team released new versions of its iPad and Android tablet apps. In November 2013 the service announced that it had reached seven million users.

Conclusion

LinguaLeo offers a broad range of learning materials including comprehension, grammar, vocabulary and pronunciation. The learning materials will assist you during classes as well as to continue studying on your own. As a LinguaLeo student, you have access to our full library of more than 10,000 interactive videos and texts at any time and as often as you'd like!

Virtual or cyber learning, is a form of distance education that uses the Internet and computer technologies that connects students to teachers who deliver class discussion and coursework. The student connects to their classes from home and, although the student can sign in when it is convenient for them, there is no required amount of participation time and deadlines for class work that must be met. The online courses may include a blend of virtual simulations, multimedia demonstrations, and live real-time sessions where the teacher uses screen-sharing technology to lead interaction with students.

Students of all ability levels can participate at their own pace. Additionally, high school students can accelerate their learning and explore challenging material to enhance their academic experience. Special-needs students can have lessons tailored to their strengths and take as much time as they need to master the content. In addition, your personal adviser will guide and motivate you along the way. With your personal adviser you can build your learning plan, discuss your progress and receive valuable advice and support.

Bring your basic English to the most advanced level! Prepare you for tests like TOEFL, TOEIC, DAF and IELTS!