1. Product
   Balloon English Secondary

2. Materials
   Year 7-11 are based on ***Discovering English*** and parts of ***Extensive Reader***
   Year 12 is based on Listen Up, Talk Back and parts of ***Our Place in the Universe*** and parts of ***For and Against,*** all created and published by International Language Teaching Services (UK publisher)

3. Language
   British English

4. Age group and level
   Secondary Education, Years 7-12, CEFR A1-B2

5. Methodology

   a) **Communicative Language Teaching** where the focus is on meaning and texts appropriate to the context. ***Balloon English Secondary*** is a perfect tool for building students' communicative skills. It is filled with a wide range of fiction and non-fiction graded texts that cover many interesting but familiar topics. This approach allows students to gradually develop their reading and listening skills and to not be overwhelmed by the text.

   b) The emphasis of the course is on skills development: students learn English by using it in lively communicative activities and by interacting with a wide range of written texts and audio recordings. A typical lesson features a dialogue or other text which introduces the main language points of the lesson. This is followed by activities which develop students' understanding of the language, and require them to use it for themselves. There are also screens offering a variety of grammar and vocabulary activities which consolidate the content of the lesson.

   c) **Personalized learning** is essential in communicative language teaching. ***Balloon English Secondary*** provides a rich source of material which can be personalized by the students in the more creative parts of the lesson (***pair-work activities, writing tasks***), where learners are encouraged to practice what they have learnt in pairs or small groups, and in a uniquely personal way. Personalization is strongly supported by artificial intelligence (AI) which has been built into the ***Balloon English Secondary*** tests. The Grammar and Listening test provides suggestions for individual learning paths based on the students' results. The Vocabulary and Reading test is a perfect drill for playing with new words, where the learning path is built on the fly. The results of each screen determine if the students receive an easier or more difficult set of activities within a given topic.
   Student performance data can be easily tracked and assessed. This data provides the teacher with a range of flexible course options best suited to the learners' needs, either for remedial teaching or for a particular focus on the relevant areas of language knowledge and skills.

   d) ***Balloon English Secondary*** can easily be used in **Blended Learning** environment. It is the perfect tool to combine technology and classroom-based learning. With blended learning, ***Balloon English Secondary*** supports students' autonomy and helps them to work independently on areas that interest them, as well as on areas that they find difficult. It also provides the possibility of undertaking additional practice. The automatic marking function gives instant feedback and encourages students to repeat exercises as needed. Students are also given hints when they face problems with activity solving and they are rewarded for correct answers, which is very motivating.

e) Many of the lessons feature a **regular cast of characters**. The principal characters are:
The Morgan Family
Lily and Ben (aged 12) are twins. Their younger sister Sophie is 6. They live with their parents (Mr and Mrs Morgan) in Cambridge, a university city in the south-east of England. They have a dog called Leopold (or Leo) and a cat called Cleopatra (or Cleo). They are visited by Lily and Ben's American cousin Zoey, who is 18.
Ben and Lily's friends and teachers
Ben's best friend is Jack; Lily's best friend is Emma. They also make a new friend: Natalie, a teenage girl from the Island of Grenada. They have a teacher called Mr Patel.

f) Lessons are constructed in a similar way throughout the whole course. Each lessons starts with the Table of contents, next there are activity screens, usually the first one is a form of presentation (text, audio, animation), the Report Page is the last screen. Number of screens vary across the lessons.