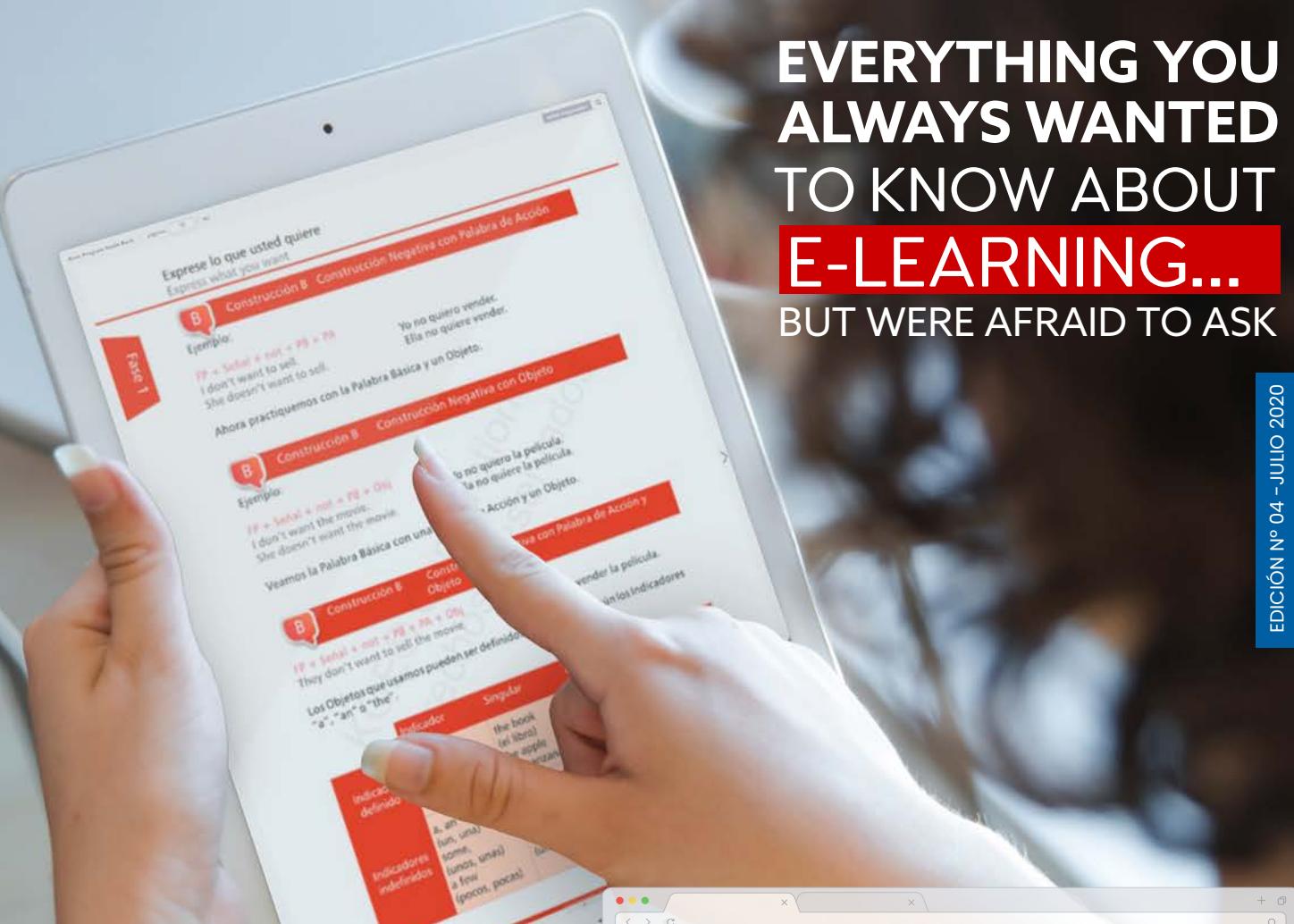


# KOENEWS

## LETTER

EVERYTHING YOU  
ALWAYS WANTED  
TO KNOW ABOUT  
**E-LEARNING...**  
BUT WERE AFRAID TO ASK



EDICIÓN N° 04 - JULIO 2020

**COMPLETE THE  
CONSTRUCTIONS**

**GUÍA PARA CONOCER  
LAS CERTIFICACIONES  
INTERNACIONALES**



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# ARE YOU TAKING ADVANTAGE OF THE E-LEARNING EXPERIENCE?



Alfredo E. Clark Lindo  
Corporate Monitoring Director



Some say that, in Latin American countries, there's a majority of people who still are not very keen on the concept of e-learning. If that's the case, can you then imagine some of the greatest minds in the history of the world having every conceivable piece of information just one click away?

What if Albert Einstein had been given the chance to conduct research on his findings much faster and without having to leave the comfort of his home? How about Agatha Christie's already extensive use of vocabulary in her novels and how much more work she would have done if she'd had access to all the online dictionaries that are available? Finally, can you even imagine what Wolfgang Amadeus Mozart would have done if he could have received virtual lessons on sound mixing and how to use online musical editing programs? How many more symphonies and operas would he have created?

These are all great premises with a hint of exaggeration, but still, how do you know if you are maximizing your intellectual potential if you don't even give it a try? Perhaps you're the kind of person who's always thought that e-learning is just not your cup of tea because you'd feel much more comfortable and focused if you could receive your information face-to-face. The problem with that line of thinking is that, if you never step out of your comfort zone, you won't get the chance to find out how far your abilities can take you, thus placing yourself in a situation in which you'd be putting limits to how much you can push your mind and your knowledge.

The first step to take would certainly have to be to keep an open mind and not think that learning online is not for you. Just because you've never done something in your life, it doesn't have to mean that things should always remain the same.

The second step would be to appreciate the world of information that you have at the tip of your fingers and realize how fortunate you are to have it. If you see the e-learning experience as a last resort because you don't have any other choices, then you'll probably not value the opportunity of acquiring new and valuable knowledge that could be useful in your professional and personal life.

The third step would rely on you putting the information acquired to practice and applying it in the real world. Things could look and sound good in theory, but they must be put into practice at some point in order to know if you're capable of doing them.

Finally, the last step would depend on the feedback you can put together based on the application of the knowledge you received and how you can improve upon them. Keeping a record of your experiences and sharing it with others will only lead to a more detailed analysis of your learnings and make it better for everyone else to understand and also learn from it.

Take for instance, learning how to speak English online. When you want to accomplish a goal like that, choosing the right program is pivotal. An entity such as KOE, which has over 30 years of experience performing the transfer of the knowledge of the English language through its Fast & Easy Program, and has now been offering its services online for the better part of the last decade, would have to be considered one of the best options out there.

In the end, it's all up to you. It doesn't matter whether you want to learn how to change a tire or master a new design program or learn how to speak English to improve your chances of excelling in life; the important thing is that you have the options within your reach and the decision to take advantage of these opportunities is yours. The question would be: Are you willing to do it?

**"IF YOU NEVER STEP OUT OF YOUR COMFORT ZONE, YOU WON'T GET THE CHANCE TO FIND OUT HOW FAR YOUR ABILITIES CAN TAKE YOU, THUS PLACING YOURSELF IN A SITUATION IN WHICH YOU'D BE PUTTING LIMITS TO HOW MUCH YOU CAN PUSH YOUR MIND AND YOUR KNOWLEDGE."**

# ¿ESTÁS APROVECHANDO LA EXPERIENCIA DEL E-LEARNING?



nota editorial



Alfredo E. Clark Lindo  
Director Corporativo de Monitoria

**A**lgunos dicen que, en los países de Latinoamérica, la mayoría de personas no están muy interesadas en el concepto del e-learning. Si ése es el caso entonces, ¿podrían imaginarse a algunas de las grandes mentes en la historia del mundo teniendo toda la información imaginable a un solo clic de distancia?

¿Qué tal si Albert Einstein hubiese tenido la oportunidad de llevar a cabo investigaciones sobre sus descubrimientos de una manera más rápida y sin tener que dejar la comodidad de su hogar? ¿Qué hay del ya extenso vocabulario de Agatha Christie en sus novelas y qué más hubiese logrado de haber tenido acceso a todos los diccionarios online que hay disponibles? Finalmente, ¿pueden siquiera imaginarse lo que Wolfgang Amadeus Mozart hubiese logrado de haber recibido lecciones virtuales sobre mezclas de sonido y cómo utilizar programas de edición en línea? ¿Cuántas sinfonías y óperas más habría creado?

Todas éstas son grandes premisas con un toque de exageración, pero aún, ¿cómo puedes saber si estás maximizando tu potencial intelectual si ni siquiera lo has intentado? Quizás eres el tipo de persona que siempre ha pensado que el e-learning simplemente no es para ti porque te sentirías mucho más cómodo y enfocado si pudieras recibir tu información en persona. El problema con esa forma de pensar es que, si nunca te animas a salir de tu zona de confort, no tendrás la oportunidad de averiguar qué tan lejos tus habilidades podrían llevarte, colocándote entonces en una situación en la cual estableces límites a qué tan lejos puedes llevar tanto a tu mente como a tu conocimiento.

El primer paso a dar seguramente tendría que ser el mantener una mente abierta y no pensar que el aprendizaje en línea no es para ti. Sólo porque nunca has hecho algo en tu vida, no debe significar que las cosas siempre deban permanecer igual.

El segundo paso sería apreciar el mundo de información que tienes al alcance de tus manos y darte cuenta de lo afortunado que eres de tenerlo. Si ves la experiencia del e-learning como un último recurso porque no tienes más opciones, entonces probablemente no valorarás la oportunidad de adquirir nuevos y valiosos conocimientos que te podrían ser útiles en tu vida profesional y laboral.

El tercer paso dependería de que pusieras en práctica en el mundo real toda la información y conocimiento que has adquirido. Las cosas podrían sonar bien en teoría, pero deben ser puestas en práctica en algún momento para saber si eres capaz de hacerlas.

Finalmente, el último paso dependería de la retroalimentación que puedes juntar con base en la aplicación del conocimiento que recibiste y de cómo puedes mejorarla basándote en la misma. Mantener un registro de tus experiencias y compartirlo con otras personas, te llevará a contar con un análisis más detallado de tu aprendizaje y lo convertirá en algo mejor para que los demás lo comprendan y puedan aprender de él.

Tomemos, por ejemplo, el aprender a hablar inglés en línea. Cuando quieras alcanzar una meta como ésa, elegir el programa adecuado para hacerlo es vital. Una entidad como KOE, que tiene más de 30 años de experiencia llevando a cabo la transferencia del conocimiento del idioma inglés a través de su Programa Fast & Easy, y que ha estado ofreciendo sus servicios en línea durante casi una década, tendría que ser considerada como una de las mejores opciones que existen.

A fin de cuentas, todo dependerá de ti. No importa si quieres aprender a cambiar una llanta, dominar un programa de diseño o aprender a hablar inglés para mejorar tus posibilidades de sobresalir en la vida; lo más importante es que tengas opciones a tu alcance y que la decisión de aprovechar dichas oportunidades sea tuya. La pregunta sería: ¿estás dispuesto a hacerlo?

**“SI NUNCA TE ANIMAS A SALIR DE TU ZONA DE CONFORT, NO TENDRÁS LA OPORTUNIDAD DE AVERIGUAR QUÉ TAN LEJOS TUS HABILIDADES PODRÍAN LLEVARTE, COLOCÁNDOTE ENTONCES EN UNA SITUACIÓN EN LA CUAL ESTABLECES LÍMITES A QUÉ TAN LEJOS PUEDES LLEVAR TANTO A TU MENTE COMO A TU CONOCIMIENTO”.**

# GUÍA PARA CONOCER LAS CERTIFICACIONES INTERNACIONALES DEL IDIOMA INGLÉS



Ángel García Arredondo  
Coordinador Nacional de Monitoría  
México

En la actualidad, existen universidades e instituciones de todo el mundo que ofrecen diversos cursos, posgrados, maestrías y doctorados, lo que facilita a todo estudiante de cualquier país inscribirse en un programa de estudios en el extranjero.

La peculiaridad de estos cursos es que son exclusivamente en inglés, por lo que, al ingresar tu solicitud, seguramente te pedirán un certificado del idioma inglés que demuestre que tienes el conocimiento suficiente de la lengua para poder participar en clases, entender los libros de texto y demás materiales de estudio.

Para explicarte los niveles de inglés existentes y ayudarte a tomar la decisión sobre cuál examen de certificación tomar, a continuación, te presentamos información general sobre las certificaciones internacionales del idioma inglés, ampliamente aceptadas en el mundo, para las cuales KOE te prepara, y del Marco Común Europeo de Referencia para las lenguas (MCER).

## EXÁMENES DE CERTIFICACIÓN INTERNACIONAL DEL IDIOMA INGLÉS PARA LOS QUE KOE TE PREPARA

Examen	Tipo	Duración	Puntuación	Vigencia	Secciones	Costo Aprox.
TOEFL  Test of English as a Foreign Language (Examen de Inglés como Lengua Extranjera)  Si quieras estudiar en algún centro de estudios o universidad en EEUU o Canadá, deberás presentar un certificado que muestre que has aprobado el TOEFL, ya que este examen evalúa contenido principalmente académico.	iBT (Internet Based TOEFL)	3 horas	300 Pts.	2 años	Reading Listening Speaking Writing	\$200 USD
	pBT (Paper Based TOEFL)	3 horas 25 minutos	677 Pts.	2 años	Reading Listening Writing	\$200 USD
TOEIC  Test of English for International Communication (Examen de Inglés para Comunicación Internacional)  Si tu objetivo al examinarte es presentarte a una entrevista de trabajo, deberás acreditar tu inglés mediante certificado TOEIC. La prueba de nivel de este examen evalúa contenidos generales de ámbito profesional.	Listening & Reading	2 horas	990 Pts.	2 años	Reading Listening	\$200 USD
	Writing & Speaking	1 hora 20 minutos	400 Pts.	2 años	Speaking Writing	\$200 USD
IELTS  International English Language Testing System (Sistema Internacional de Prueba del Idioma Inglés)  Si quieras trabajar o estudiar en Inglaterra, Australia o Nueva Zelanda, deberás presentar el IELTS. Si tu meta es estudiar en una universidad, toma el "Academic"; si tu plan es vivir o trabajar en el extranjero, entonces el "General Training" es tu mejor opción.	Academic	2 horas 45 minutos	9 Pts.	2 años	Reading Listening Speaking Writing	\$215 USD
	General Training	2 horas 45 minutos	9 Pts.	2 años	Reading Listening Speaking Writing	\$215 USD

# MARCO COMÚN EUROPEO DE REFERENCIA PARA LAS LENGUAS



Evelyn Acevedo  
Coordinadora Nacional de Monitoría  
Panamá

El MCER es el estándar internacional que define la competencia lingüística de las personas en una escala de niveles de inglés desde un A1, nivel básico de inglés, hasta un C2, para aquellos que dominan el inglés de manera excepcional.

Para cada nivel existe una descripción de las habilidades de lectura, auditivas, orales y de escritura que posee el usuario. Por lo general, el nivel que esperan los programas de estudio en la mayoría de los países es B1/B2 (ver tabla de equivalencias). Sin embargo, algunos programas o instituciones académicas (e.g. Literatura Inglesa) tal vez soliciten un nivel más alto.

## EQUIVALENCIAS ENTRE LOS EXÁMENES DE CERTIFICACIÓN INTERNACIONAL Y EL MCER

Marco Común Europeo (MCER)	Nivel	Test	TOEFL iBT	TOEFL pBT	TOEIC	IELTS
A Usuario Básico	A1 Principiante	N/A	N/A	120 – 224	N/A	
	A2 Básico	N/A	337 – 459	225 – 549	3.0 – 3.5	
B Usuario Independiente	B1 Intermedio	57 – 86	460 – 542	550 – 784	4.0 – 4.5	
	B2 Intermedio Alto	87 – 109	543 – 626	785 – 945	5.0 – 6.0	
C Usuario Competente	C1 Avanzado	110 – 120	627 – 677	945 – 990	6.5 – 7.0	
	C2 Superior		N/A	N/A	7.5 – 9.0	

Ahora ya tienes más información para poder tomar una mejor decisión. Ten en cuenta revisar las listas de la puntuación mínima y el examen de inglés requerido según la universidad o institución a la que quieras ingresar.

Y tú, ¿ya terminaste el Programa Avanzado de Fast & Easy?, de ser así, ¿cuál certificación vas a elegir?



Search

<http://e-learning.com>



# E-LEARNING



Mario Kocher  
Coordinador Regional de Monitoría  
Guayaquil - Ecuador

En la actualidad nos encontramos con varias propuestas de aprendizaje virtual conocidas también como cursos online, pero es imposible pensar en ellos sin primero conocer el concepto de e-learning.

Electronic Learning o e-learning es el aprendizaje virtual o electrónico, el cual se basa en estudiar o aprender por medio de artefactos electrónicos, tales como computadores o dispositivos móviles con conexión a Internet. Los beneficios y facilidades que el mundo ofrece en cuanto a este servicio son bastante amplios; una de éstas es la flexibilidad de horarios y lugares a los que podemos acceder, permitiéndonos manejar mejor nuestro tiempo sin que nuestras actividades diarias se vean de alguna manera afectadas.

La modalidad e-learning ayuda a ahorrar tiempo y dinero, gracias a que no se requiere desplazarnos y asistir a una clase presencial, podemos usar ese tiempo para ser más productivos, generar ahorros o mejores ingresos; podemos concluir que el tiempo es dinero.

En estos tiempos, nuestras vidas están empezando a depender aún más de la tecnología y recursos que ésta nos ofrece. En términos de trabajo y educación, se ha vuelto una herramienta indispensable, lo cual nos lleva a preguntarnos, ¿es éste el futuro?

Una cosa es cierta, las empresas que tienen un apoyo tecnológico son las que están tratando de sobrevivir y sus empleados deben prepararse para competir con un mercado laboral más globalizado que requieren, no sólo el conocimiento técnico de su campo laboral, sino también el conocimiento de la tecnología e idiomas con la que estos se relacionan.

Entonces, ¿sería el e-learning nuestro mejor aliado para prepararnos a enfrentar el acelerado futuro?



# E-LEARNING 101

We want to share with you this fast and easy introduction to the world of e-learning, with some basic information about the origins of this important way that people use as a means to continue the education process and receive more knowledge every day.

E-learning can be any situation where you use technology to learn outside of a traditional classroom. Originally, it was only delivered via a desktop computer. This was in 1960 when the first computer-based training program was created for students at the University of Illinois. The course was called PLATO—Programmed Logic for Automated Teaching Operations. Sounds fascinating, right? Don't worry—e-learning gets much more exciting, and we will get to that soon.

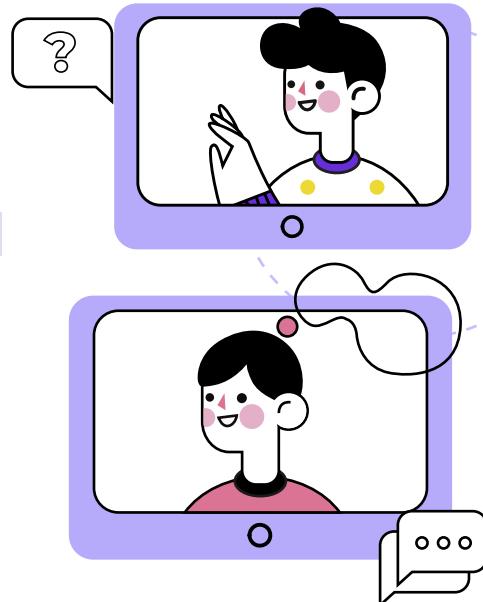
E-learning became popular in the business world around the year 2000, because companies realized that online training was a cost-effective, timesaving way to share information with their employees. As a bonus, e-learning also happens to be great for the environment, although this was way before the "go green" movement really started. I guess we—and the polar bears—just got lucky there!

This is where it starts to get complicated. If you're not learning out of a book, where is the information coming from? You need a tool—usually a learning management system, or LMS—to give the e-learning material to the students. In addition, they need some form of technology, such as a computer, to view the e-learning material. Today, they can use their smartphones or their tablets too.

It's exciting that learners can access their course anywhere, anytime on their phones or tablets, isn't it?

Read the text and answer the following questions:

1. What is e-learning?
2. When and where was the first computer-based training program created?
3. What do the initials PLATO mean?
4. When did e-learning become popular in the business world?
5. What tool do you need to give the e-learning material to the students?
6. What do students need to view the e-learning material?
7. What else can students use to view the e-learning material?



# BORING TO BRILLIANT

## 4 TIPS TO IMPROVE YOUR E-LEARNING PRESENTATION

E-learning is not only about receiving, but also about giving. If you're a native Spanish-speaker who's learning how to speak

English with KOE, e-learning doesn't just relate to topics associated with the English language. You could become a good online teacher in any field you want by being creative and following good advice. We hope you enjoy this article and find it useful if you're trying to become a capable online instructor.



It is clear that simply exporting a PowerPoint presentation and calling it "e-learning" doesn't necessarily qualify it as e-learning. It's not instructionally sound; it's simply words, some large, some small, and often irrelevant photos or bad clip art, all minus the context. Without an instructor to flesh out the material or to add their own teachable stories to the content, learners may find nothing relevant, so they largely tune it out. Education presented in this manner produces little to no advantages.

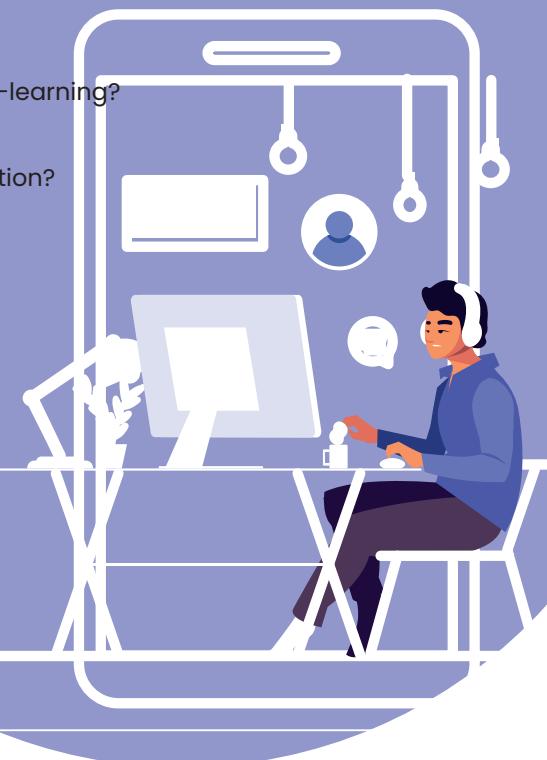
But there is a better way. Here are four tips for turning that boring PowerPoint into a brilliant e-learning module through storytelling:

- Wrap the Content in a Story:** Using a typical example of how the learning plays out in the workplace, wrap a story around the content. Make sure you have a setting, characters, an event (a problem), development (actions and consequences), and a climax (lesson learned). Make sure the story is one that most people can relate to and ensure your character reaches the desired state at the end. Learners will be able to relate to the situation, root for the character to succeed, and see that they may be able to reach the desired state as well.
- Use Conversational Dialogue:** I'm not sure anyone actually uses "business-speak." If and when they do, it sounds trite, pretentious and confusing. Using a conversational tone in narration can ensure comprehension and it feels more real-like a story.
- Use a Conversational Narrator:** All the great, conversationally written dialogue in the world won't overcome a monotonous or robotic-sounding narrator. If you are using audio (and it should be used whenever possible) use a professional narrator, not just the guy in the office with the nice voice, or worse yet, a screen reader.
- Integrate Relevant Multi-Media:** Today more than ever, it's easy to create your own photographs, video and other multimedia to insert into an e-learning module. The world according to photo stock sites is a bit skewed (we don't all look like models and wear black), and clip art, frankly, should never be used again. Get creative!

These few tips will have you well on your way to telling a story that will make a difference and get results.

Read the text and answer the following questions:

- Does exporting a PowerPoint presentation and calling it "e-learning" qualify as e-learning?
- According to the first tip, where do you have to wrap the content of the presentation?
- How does "business-speak" sound?
- What can using a conversational tone in narration ensure?
- According to the third tip, what should be used whenever possible?
- What is easier to do today, more than ever?
- According to photo stock sites, what happened to the world?



# **EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT E-LEARNING... BUT WERE AFRAID TO ASK**

## **What exactly is e-learning?**

E-learning was initially developed as a computer-based content delivery for schools. It employs technology to facilitate, enhance, and expand educational content, access, and tracking of training progress.

Nowadays, e-learning means much more than just delivering information. It is available in several kinds of digital devices, from desktop computers to smartphones; e-learning is interactive and easy to use, which increases the learning experience.

## **Is e-learning known by different names or terms?**

E-learning can happen in a variety of ways, and a few terms are associated with it. Some of them are: Online Learning, Computer-Based Training, Web-Based Training, Digital Learning, Blended Learning, Hybrid Learning, Interactive Learning, among others.

### What are some of the benefits of e-learning?

It offers great flexibility and delivers exceptional results fast, since its content can be delivered to teams or individually on-demand to their preferred devices, anytime, anywhere. It also reinforces memory retention because it is visual and interactive. Studies have shown that e-learning participants learn up to five times more content of several material than they do via traditional instruction, without having to sacrifice much time.the learning experience.

### Is e-learning expensive?

The answer is no. E-learning can be very cost-effective compared to face-to-face programs, despite the seemingly higher initial investment. By choosing an e-learning program, it means you no longer have to rely on and pay for commuting, real-world training locations, on-site facilitation, and printing materials. Plus, you would spend less time training and more time being productive.

## JOKE BREAK

Why are PC's like air conditioners? They stop working properly if you open Windows!

# true or false

T      F

1. E-learning is available only in a few digital devices.
2. E-learning increases the learning experience because it is interactive and easy to use.
3. E-learning reinforces memory retention.
4. It does not offer flexibility to its users.
5. E-learning is not very cost-effective compared to face-to-face programs.
6. By choosing an e-learning program, you no longer have to rely or spend money on commuting.
7. You could spend more time being productive.



# VOCABULARY

## Obj object synchronous learning

real time interaction among instructors and learners.

## Obj object asynchronous learning

online activities that can be delivered at a pace that suits each individual learner.

## Obj object gamification

the application of typical elements of game playing (e.g., point scoring, competition with others, rules of play) to interest participants.

## Obj object assessment

test included at the end of a course to evaluate learner performance.

## Obj object streaming media

audio-visual content that is played as it is being downloaded.

## Obj object avatar

a graphical image of an user to be represented.

## Obj object template

a predefined set of tools or forms that establishes the structure and settings necessary to quickly create content.

**AW**  
Action Word

## drag

to move something from one part of the screen to another.

**AW**  
Action Word

## bookmark

to save a Website or Web page so that you can share it or find it easily another time.

**T/P AW**  
Two-Part  
Word Action

## wipe out

to remove the information stored in a computer.

**T/P AW**  
Two-Part  
Word Action

## set up

to install a new computer program or assemble a computer system.

## JOKE BREAK

"Is google a man or a woman?"  
It's a woman because it won't let you finish your sentence without making a suggestion.

**T/P AW**  
Two-Part  
Word Action

## filter out

remove unwanted email messages.

**T/P AW**  
Two-Part  
Word Action

## get into

enter or access a system.

Complete the constructions using the words in the vocabulary.

complete  
the constructions

1

You should ----- koeonline.net as your favorite page.

4

Can we ----- all the spam messages on this account?

2

A virus ----- my computer and ----- the hard disk.

5

Our new ----- for the English class was so modern for many adults and children, that more people wanted to learn English too.

3

This application took a long time to -----.

6

The SISK gives users a personalized ----- that can be used to virtually explore the platform.

7

Using a ----- for my resume helped me format present my work experience in a better way.

8

When you want to ----- an object follow this: with the mouse, point to it. Press the mouse button and hold the button down while moving it.

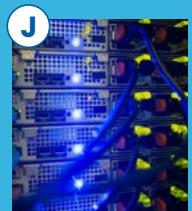
9

The enhancement of online learning through interaction comes in both ----- and ----- exchanges.

10

The ----- service lets you listen to any track from the e-book at any time in order to improve your listening and pronunciation skills.

Fill in the blanks with the letter of the image and the number of the word that match with the corresponding definition.



1. antivirus
2. blog
3. chat room
4. cursor
5. download
6. e-mail

7. Internet
8. password
9. server
10. spam
11. upload
12. virus

\_\_\_ Message sent from one computer to another over the Internet, using a set Webmail server address.

\_\_\_ To transfer (data or programs) from a peripheral computer or device to a central computer or Website.

\_\_\_ A connected group of computer networks allowing for electronic communication.

\_\_\_ Unsolicited email, often of a commercial nature, sent indiscriminately to multiple mailing lists, individuals, or newsgroups; junk email.

**2F** A Website that displays postings by one or more individuals in chronological order and usually has links to comments on specific postings.

\_\_\_ A Website where visitors can converse in typed messages.

\_\_\_ A computer that provides other computers access as to shared peripherals, programs, or databases.

\_\_\_ To transfer electronically (a copy of a file or program) from a central computer, a Website, etc. to a terminal, personal computer, etc.

\_\_\_ A string of characters used to log in to a computer or network, to access a level in a video game, etc.

\_\_\_ An unauthorized, disruptive set of instructions placed in a computer program, that leaves copies of itself in other programs and disks.

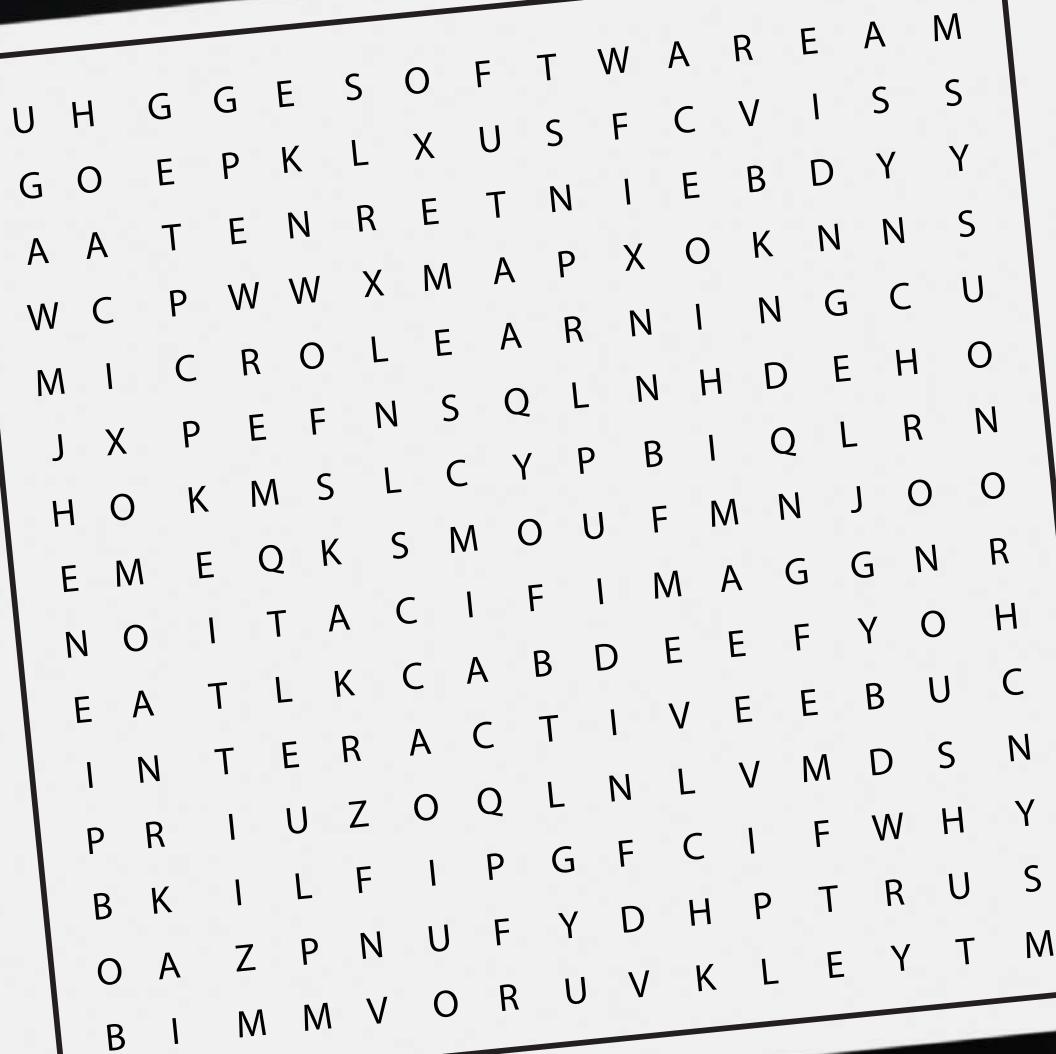
\_\_\_ A piece of software that is used to detect, delete and/or neutralize computer-based viruses.

\_\_\_ A movable indicator on a display, marking a position where typed characters will appear or where an option can be selected.



PRINT  
OUT

word  
search

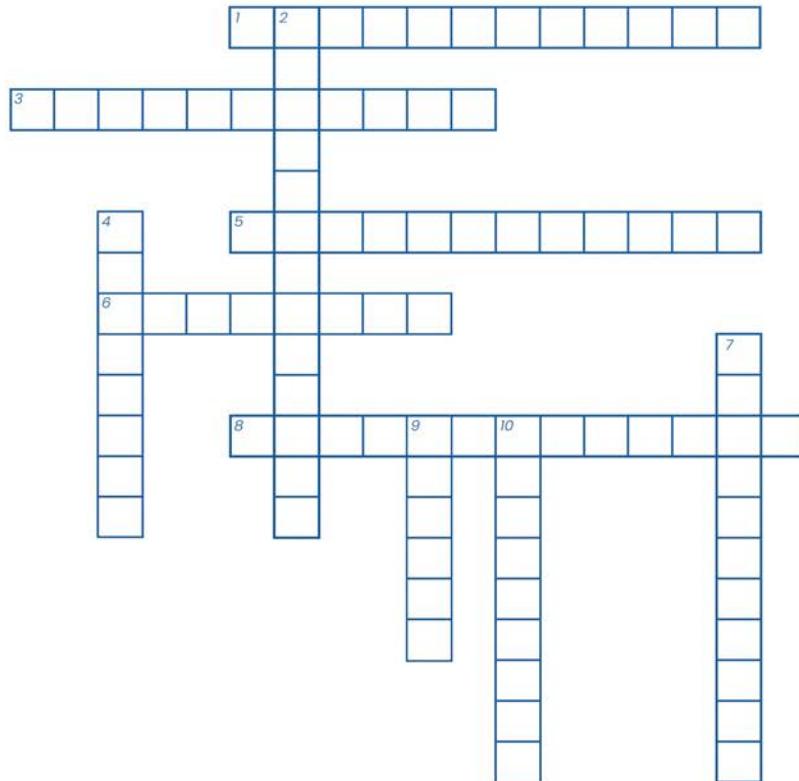


Find the words listed below

ACCESSIBILITY  
FEEDBACK  
INTERNET  
SOFTWARE

ASYNCHRONOUS  
GAMIFICATION  
MICROLEARNING  
SYNCHRONOUS

ELEARNING  
INTERACTIVE  
ONLINE



Complete the crossword puzzle below

**Across**

1. The insertion of game mechanics into a process that is not itself a game.
3. Involving the actions or input of a user.
5. This strategy usually involves self-guided online materials that learners can access on their own.
6. Information about reactions to a product, a person's performance of a task, etc.
8. Is a way to deliver training content to learners in bite-sized.

**Down**

2. A characteristic of technology that enables people with disabilities to use it.
4. The programs and other operating information used by a computer.
7. An eLearning environment that involves simultaneous participation.
9. Controlled by or connected to a computer.
10. Delivery of learning and training through digital resources.



**Colombia**

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