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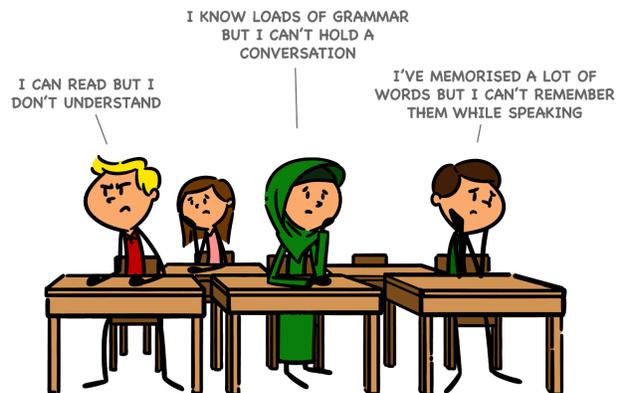
Taking an Arabic Learning App From Prototype to Prolific

The team embarks on an ambitious journey to create the biggest and best audiovisual library for Arabic learners.

London, UK – September 2018

London-based startup Arabic Workshop is crowdfunding on Launch Good, aiming to advance their well-received app from prototype phase to full product. Evidence-based linguistic principles have been applied to create multimedia content that is both engaging and effective.

“So many highly motivated and enthusiastic students take up Arabic”, says founder Ryan Rodrigues, “but as time goes on, there is a high dropout rate due to a sense that Arabic is just too hard.”



A long-time learner himself, Ryan is convinced that the problem lies not with the Arabic language itself, but with the lack of time spent on listening activities. Reading is used as the basis for the majority of Arabic teaching, yet studies consistently show that language competence is built mostly from listening and speaking.¹



Highlighting the importance of listening when learning a language, Arabic Instructor and Doctoral Researcher Anna-Maria Ramezanzadeh from the University of Oxford explains, “there is a high correlation between listening proficiency and overall proficiency in a language, including vocabulary acquisition, comprehension, reading and writing.”²

The team interviewed Arabic language teachers and discovered that they know the importance of listening and would like to do more with their students but simply can't find the resources.

Arabic Workshop aims to fill that gap and reports that since the release of the free prototype six months ago the response has been overwhelming, with interest from students, teachers and course developers from UK universities, as well as primary and secondary schools and independent learners.

To learn more about Arabic Workshop, the crowdfunding campaign, or to book an interview, contact Ryan Rodrigues at 07817 501 457 or email ryan@arabicworkshop.com or visit the website at www.arabicworkshop.com.



About

Arabic Workshop is a London-based startup working to develop evidence-based resources for Arabic language learning and teaching with a mission of improving engagement and enthusiasm for the language.

Ryan Rodrigues is a General Practitioner (Family Physician) by trade and a long-term student of Arabic. He also has an interest in learning theory, starting the Arabic Workshop project when he realised the potential of technology to deliver immersive experiences. In his spare time he keeps bees and plays tennis.

Anna-Maria is an Arabic Language Instructor and doctoral researcher at the University of Oxford, and an Arabic curriculum developer and consultant. Her current research focuses on the motivation and engagement of Arabic learners. In her spare time, she loves playing squash, writing poetry, and is an avid Lord of the Rings fan!

References:

1. The Role of Listening in Language Acquisition; the Challenges & Strategies in Teaching Listening D. Renukadevi. International Journal of Education and Information Studies. Volume 4, Number 1 (2014), pp. 59-63
2. <https://www.arabicworkshop.com/the-importance-of-listening/>