

# Backuplines S.L.

De taalspecialisten / Los especialistas en idiomas / The language specialists

## INTENSIVE COURSE TELEPHONE & E-LEARNING

FOR COMPANIES

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Back Up Line

## La torre de Babel por teléfono

INFORME

**B**ack Up Line es el nombre de una escuela de idiomas de Barcelona dedicada a impartir clases de lenguas extranjeras por teléfono, para que todos podamos hablar -entre otras muchas- la lengua de Shakespeare sin dificultad. El método es resultado de una idea que surgió en 1995 al constatar que la conversación telefónica puede ayudar a complementar el aprendizaje de idiomas, sobre todo en lo que se refiere al uso del inglés comercial.



Lógicamente, el hecho de que el soporte de las clases sea telefónico aporta una serie de ventajas como la disponibilidad del servicio durante las 24 horas del día, el bajo coste de utilización y las interesantes posibilidades que podemos tener vía Internet.

Entre las variadas posibilidades de Back Up Line se encuen-

tran por supuesto la práctica de conversaciones telefónicas del idioma deseado, pero también consultas lingüísticas por teléfono, fax o Internet (estas últimas gratuitas), exámenes orales y escritos para selección de personal, correcciones de gramática y estilo, intérpretes para convenciones y reuniones, traducciones de cualquier tema, etcétera.

Al contrario de lo que ocurre en una academia convencional donde por lo general siempre se estudia con el mismo profesor, este método permite al cliente practicar un diálogo hasta con 75 profesores diferentes.

En cuanto al idioma, podemos ir del inglés al alemán, pasando por el chino, el tagalo o el japonés, sin olvidarnos del francés, el coreano, el polaco, el sueco... y así hasta veinticuatro lenguas diferentes. 話

Oscar Lañ Martín

Aprender idiomas ya no es sólo acudir a una academia durante una hora al día. Ahora se pueden complementar las clases por teléfono durante las 24 horas del día. Pero los servicios de esta empresa van mucho más allá pues incluye traducciones por fax, dudas idiomáticas puntuales, etcétera, con una variedad sorprendente: hasta 24 idiomas se hablan en Back Up Line.



## Essential teaching guide for Backuplines language telephone courses

### Introduction.

Our tele-learning courses are intended for professional men and women, particularly in the administrative sector, and in the Spanish domestic and foreign market; executives, sales agents, export managers, service sector employees who work with the public, and individuals, etc... Owing to work experience requirements, students need to improve their knowledge of English, Spanish, French, etc... in order to be able to offer their various clients a better service.

*The training program for the language telephone courses provided by Backuplines S.L. is based on the following pedagogical criteria:*

- Practice (custom):** Speaking practice is the basis of our program for developing second language learning.
- Attention (trainer):** Personalised follow-up is essential for solving any student queries hands-on, and guaranteeing their progress over a short term.
- Communication (play):** The incentive to use the telephone in our current telecommunications era contrasts traditional class attendance. Practical role-play in real-life situations is complemented with IT support material.
- Oral practice (exercise):** The basis of the course, which affirms that verbal expression is the most common use of language in the working world. As it is harder, more practice is needed, but without having to get nervous in the presence of other students.
- Creation (tacit):** Each student's ability to build sentences and learn through imitation. Second language learning is based on solving the linguistic problems that arise, and in creating imaginary hypotheses, which lead to new phrases that the student speaks, learning from his/her mistakes and imitating the teacher, who is seen as a good example.

### ***Organisation chart of the training program drawn by Backuplines***

- **Contents:** Communication situations in commercial and company settings, concerning daily activities.

#### Content examples:

Greetings, introductions and first meetings.

Description of origin, place of work, personal details and objects.

Daily activities, routine expressions, tastes and preferences.

Confirming and cancelling appointments, calendar, accepting and rejecting proposals.

Reservations, orders and complaints.

Obtaining and facilitating information.

Polite conversation, "small talk" and protocols in events such as business lunches or dinners, parties, openings, trade fairs, etc...

- **Methodology:** Learning and acquiring grammar and specific expressions in the language in question through oral and written exercises that simulate real-life situations, so that students learn and practice their language knowledge from the first day.  
Possibility to communicate on the telephone or in a video conference with different teachers who are native speakers. This really enhances practicing the knowledge that students acquire, together with new communication technologies.

**Resources and teaching material:**

Books and texts on grammatical structure and creative memory triggering exercises.

E-learning material available.

Native speaking teachers for class and telephone conversations.

Internet web page with URL: [www.backuplines.com](http://www.backuplines.com) For forum and video conferences.

E-mail [yourcompany@backuplines.com](mailto:yourcompany@backuplines.com) to organise various types of writing activities.

**Organisation:**

These are 3/6/9 months courses, 2/3/4 sessions a week each lasting 25 minutes.

Timetable : 9:00 to 21:00 Monday to Friday.

**Important advantages:**

Classes over the telephone can be rescheduled, and time is saved by not having to travel to school.

50% reduction in the time required for studying (max. 30 min.).

Reduction in training costs, as students study less hours on an annual basis.

There is no need to use office space for classes.

Flexible timetable : 9:00 to 21:00 Monday to Friday.

Regular tests for student follow-up.

***Practice follow-up and result assessment***

The same teacher will assess the student's work on the telephone and Internet.

Contact us if you want to have a trial class in Spanish or another language.