



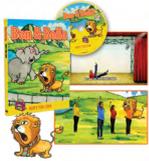
# Methodology

Each of Ben & Bella's many products reinforces the others as they all work together toward the goal of teaching young children to speak and understand English.



## Cartoons

Entertaining and educational, the DVDs' 18 cartoons are the gateway to Ben & Bella's world. Ben, Bella and their friends say and repeat key English words while the relevant objects, such as an elephant or lion, are depicted onscreen. Once a child starts to watch, he or she will begin to absorb the rhythm and meaning of each episode's English words.



## Sing & Dance

The lyrics of each of the 18 songs are crafted to teach and re-teach many key words from the related cartoon, and the dance that accompanies each song is designed to physically illustrate those words. Children won't just learn the word "elephant" – they'll learn how to mimic it as well. The end result is not just linguistic competence but a deeper engagement with the language.



## Storybooks

The 6 highly visual and clearly structured storybooks replicate the DVDs' general themes. Each has a picture dictionary in the front that shows the key words, all of which are also highlighted on individual pages of the book. These key vocabulary words also appear in other products – for example, in the songs, cartoons and flashcards.



## Video Books

Each Ben & Bella storybook includes within it a longer, video-audio version narrated by a professional voice actor who is a native English speaker. These 6 video books help children to recognize the rhythm and sound of English. To encourage a child's acquisition of vocabulary, all spoken picture-dictionary words are highlighted several times visually during the course of the story.



## PC Games

The 18 PC games presented on Ben & Bella's 6 CD-ROMs are specially designed for young children. A full voice-over by Ben and Bella themselves makes it possible for non-readers to play the games, testing a child's English comprehension while also providing encouragement. There is one game disc for each theme, and the games use the vocabulary found in the corresponding books and videos.



## Flash cards

The 300 flashcards repeat and extend the vocabulary introduced in other Ben & Bella products. Each flashcard displays a full-color picture on one side and, on the other side, its corresponding vocabulary word along with a representative sentence, which helps to provide context.



## Sticker Books

Children learn a great deal from hands-on play. The colorful reusable stickers contained in the 6 sticker books include characters and key vocabulary from other Ben & Bella products. In the videos and books, key words are tied to images. The sticker books take that one step further by tying the images to physical objects.



## Activity Books

On the simplest level, the 6 exercise books present children with an opportunity to be creative while coloring and drawing. Yet the seemingly playful activities also teach children very important motor skills. The exercise books include many tasks that children can do on their own. If need be, specific instructions for each exercise are provided at the back of the books.