



บันทึกข้อความ

ส่วนราชการ สำนักงานการประชาสัมพันธ์ต่างประเทศ สรท. โทร. 0-2618-2323 ต่อ 1710-11

ที่ นร 0209.03/771

วันที่ 3 กรกฎาคม 2551

เรื่อง หลักสูตร "Online English Courses"

เรียน ผอ.สำนัก/กอง และหัวหน้าหน่วยงานต่าง ๆ

AIBD ร่วมกับ The Management Institute of Canada (MIC) จะจัดการอบรมภาษาอังกฤษ หลักสูตร "Online English Courses" ซึ่งเป็นการอบรมทางอินเทอร์เน็ต และมีวัตถุประสงค์เพื่อพัฒนาทักษะการสื่อสารภาษาอังกฤษ โดยกำหนดเนื้อหา 3 ระดับ ใช้เวลาอบรม ระดับละ 2 เดือน

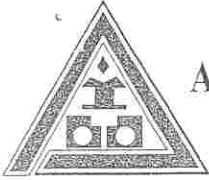
- ระดับที่ 1 ระดับพื้นฐาน (Basic)
- ระดับที่ 2 ระดับปานกลาง (Intermediate)
- ระดับที่ 3 ระดับสูง (Advanced)

AIBD เชิญ กปส. ส่งผู้แทนเข้าร่วมการอบรมดังกล่าว โดยมีค่าลงทะเบียนคนละ 200 เหรียญสหรัฐ แต่ AIBD จะสนับสนุนค่าลงทะเบียนให้ 130 เหรียญสหรัฐ/คน และสำนัก/กองต้นสังกัดของผู้สมัครจะต้องรับผิดชอบค่าลงทะเบียนเพิ่มอีกจำนวน 70 เหรียญสหรัฐ/คน (ประมาณ 2,400 บาท) ในกรณีหากหน่วยงานใดประสงค์จะส่งผู้สมัครเข้ารับการอบรมดังกล่าวขอให้แจ้งชื่อพร้อมแนบใบสมัครไปยัง สปต. ภายในวันที่ 31 กรกฎาคม 2551 รายละเอียดและใบสมัครตามเอกสารแนบท้าย

จึงเรียนมาเพื่อโปรดพิจารณาดำเนินการต่อไปด้วย จักขอบคุณยิ่ง

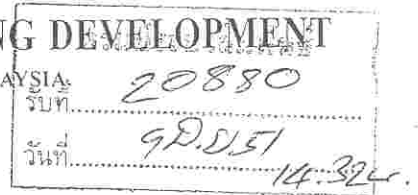
(นางศศิรินทร์ จามรรมาน)

ร.ผอ.สปต.



ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT

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Mr. Phachern Khamphoe,
Acting Director-General, Dep. Director-General of PRD
National Broadcasting Services
of Thailand (Public Relations Dept)
9 soi Areesamphun, Rama VI Road,
Phayathai, BANGKOK 10400, THAILAND

Dear Phachern,

Re: Online English Courses

AIBD has the pleasure to announce the Online English Courses, which will start launching from 15 October 2008.

Background

AIBD organizes a large number of workshops for broadcasters in the region. For conducting the workshops, the **medium of communication used is English**. Hence when AIBD calls for nominations the proficiency in English is used as one of the criteria. In the application forms used by AIBD, command over English language is one of the columns and the applicants are required to mark their self-assessment as excellent good and fair.

In spite of such precautions taken in the attempt to making the workshops participatory, quite often the **international consultants** find it difficult to get some of the participants to take part in discussions and at times there are cases where a few participants do not even understand what is being discussed. Some consultants who are aware of the problem request for **translators and interpreters** to make their workshops more effective.

The problem is acute in some countries but the problem surfaces even in Commonwealth countries where historically the situation is better.

In short **English language proficiency** of the broadcasters is one of the obstacles in making the AIBD workshops more effective than it is today.

AIBD therefore intends to open up online courses in English for Broadcasters. We are looking at three courses: basic / level 1, intermediate / level 2 and advanced / level 3.

Programme

We have three choices of courses.

The basic course / **level 1** will design to address the basic skills in English language. It will build up basic vocabulary to deal with day-today activities in Broadcast industry and some amount of grammar would be introduced.

The intermediate course / **level 2** will focus on building up the skills to more advanced level vocabulary, grammar and sentence constructions to deal with interactions in broadcast sector.

The advanced course / **level 3** would make the trainees adequately trained to participate in discussions dealing with issues related to broadcast sector.

Each of the said three levels would be of 2 months duration.

In effect building up a cadre of broadcasters who are comfortable with English in only six months time.

Since the entire set of **three courses is offered online**, the staff of members and affiliates of AIBD could take these courses while working. As long as the participants have **access to the Internet**, they could participate in the said courses no matter where they are. Our partner in this programme would be the Management Institute of Canada (**MIC**) that is also an AIBD Affiliate member. **MIC** will also issue the certificates. Some 50 participants would be able to participate in each course.

Certificate

Upon successful completion of the programme, participants will receive the certificate given by Management Institute of Canada.

Registration Fees

The registration Fee for each of the above-mentioned **2-month course would be USD200.00.**

The fee could either be paid by the participants or by their respective organizations.

Respective organisations may also be willing to contribute to this project by covering part of the fee for each of their staff member.

Sponsorship Scheme

AIBD would be able to offer some sponsorship for a certain number of countries only. The amount of sponsorship may vary from country to country. Members may also consider sponsoring and nominating up to 1000 participants during a period of 2 years to ensure that their staff would be fluent in English and benefit from various English sources. If you need sponsorship for your nominees, please advise us. We would also need to know the number of participants from your organisation.

Registration information is available at our website: <http://www.aibd.org.my>

Please check our website for any important additional information.

Should you require any further information, please feel free to **contact us at: lisa@aibd.org.my**

I am also attaching herewith copies of the **registration form and course curriculum** for your reference.

The deadline for the registration is **31st August 2008.**

Looking forward to hearing from you.



DR. JAVAD MOTTAGHI
Director, AIBD

<javad@aibd.org.my>

AIBD/MIC Online English Course



Language Department:
Language Institute of Canada: ESL, TESL and
TOEFL

Course Outline

Basic/Level 1:

- Names, subject pronouns, the verb "to be"
- Possessives
- Oral practice
- Contractions, to be... or not to be, to do
- Informal introductions
- Numbers, self-introductions
- My family, formal introductions
- Oral practice
- Oral and written questions
- Countries and nationalities
- Prepositions
- Greetings
- Numbers to 100
- Forming plurals
- Some – any
- Object pronouns
- Noun plurals
- Paragraph reading and listening
- Possessive pronouns
- Sentence word order
- Question word order
- Time – AM and PM
- The seasons
- Comparatives, adjectives
- Reading comprehension
- Speak in clear and simple sentences

Intermediate / Level 2:

- Sentence word order, adjectives
- Adverbs, changing "y" to "i"
- Mid-sentence and verbs
- Adverbs used with "to be", i.e. "likely" and "probably"
- Ordering in a restaurant vocabulary for food and cooking programmes
- Two-word verbs
- Contractions
- Furniture, appliances, clothing Terms for fashion and life style programming1
- Rooms of the home
- Buying clothes, items "on sale" Terms for fashion and life style programming2
- Using the telephone
- Planning food for meals, buying food at the supermarket
- Replying to an invitation and inviting people for talkshows and interviews
- Completing conversations
- Using "but" and "because"
- At the doctor's office health terms for broadcasters
- Present tense, past tense
- Phrases
- Reading the "help wanted" section in a newspaper
- Applying for a job in a broadcast organisation
- Using public transit, reading traffic signs terms for traffic FM
- Reading maps, following directions
- Money economics and business terms for broadcasters
- Paragraph writing using the past and present tenses
- Speak English in clear, simple sentences

Advanced / Level 3:

- Verbs followed by infinitives
- How much, how many
- Conditional sentences
- Verbs following infinitives
- Future tense, past tense
- Grammar
- Writing skills
- Reading comprehension
- Listening comprehension
- Essay preparation
- Sentence and paragraph structure
- Reading for comprehension from literature, newspaper articles, short stories, poetry and prose and scripts
- Visual information – drawings, diagrams, charts, graphs
- Narrative writings, descriptive writing
- Job search writing, workplace writing
- Essay writing script writing
- Grammar mechanics, usage, sentence structure
- Proofreading

Contact Us:

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www.aibd.org.my,



**APPLICATION FOR PARTICIPATION IN
AIBD/MIC ONLINE ENGLISH COURSE**



Please type or use capital letters for all entries.

APPLICANT'S NAME & PERSONAL DETAILS (Please underline family name)

NAME IN FULL:

ADDRESS:

TEL:

E-MAIL:

NAME AND ADDRESS OF EMPLOYER (if sponsored by Employer):

Please affix a recent
Passport photograph
here

COURSE (S) APPLIED FOR

CHOICE OF COURSE:

Basic / Level 1 Intermediate / Level 2 Advanced / Level 3

FEE STATUS AND SPONSORSHIP

Course Fee for 2 months each: US\$200.00 per course	
Who will be paying your fees?	<input type="checkbox"/> Self <input type="checkbox"/> Employer / Organisation
Organisation Name	(Please give details below) <input type="text"/>
Country of Permanent Residence	<input type="text"/>
AIBD could offer some sponsorship for certain number of countries only. The amount of sponsorship varies from country to country. Do you need a sponsorship?	<input type="checkbox"/> Yes <input type="checkbox"/> No

CONDITIONS OF ENROLMENT

The following conditions relate to the course offered by the Asia-Pacific Institute for Broadcasting Development (AIBD) and the Management Institute of Canada (MIC).

Obligations of AIBD/MIC:

- Appropriate online course materials and helpdesk support will be provided.
- A Certificate of completion course at the conclusion of the training provided the participant has met the attendance criteria.

Obligations of the applicant's organisation:

- Assuring that the Internet facility and time (could be after work) will be available or provided for the participant's study if the applicant is sponsored by the organisation.

Applicant's declaration:

- To follow the course of study and abide by the rules and regulations of training institutions and other establishments during the course.

I have read, understood and agree to the conditions listed above. *

Name of applicant:

Signature of applicant: Date:.....

Endorsement by employer/official nominating authority if sponsoring:

The candidate's application has been examined and I nominate him/her to attend this online course. I have also read the conditions listed above, particularly those relating to the obligations of the candidate's organisation, and understand and agree to these conditions.

Name of authorised official:

Designation:

Name of Organisation:

Official Stamp

Signature:

Date: