

THE ETC PROGRAM

Elaine Kirn, West Los Angeles College

A Comprehensive, Cohesive and Flexible Approach to Adult ESL Education

The ETC program is the largest integrated, coordinated program ever published in ESL. Now, for the first time, you can give your adult students the benefits—the consistency and continual reinforcement—of using a complete and coordinated ESL program. And for you, the ETC program offers a wide variety of teaching options within a well-organized framework.

Six Levels—For a Total of Seventeen Books PLUS Cassettes and Teachers' Editions

Because of its broad range, ETC will have a level that's perfectly suited to the needs and abilities of each student in your program. Beginning with two basic texts for students with little knowledge of English, ETC then moves through five levels of reading, writing, grammar, listening, and speaking skills that prepare students for jobs or courses requiring proficiency in English. Each level is carefully coordinated, chapter by chapter, in content (topics), vocabulary, and structure.

Competency-Based with Hundreds of Competencies in All

ETC equips your students for life in North America through its competency-based approach. Each level gives students the information, vocabulary, and skills they need to handle matters of health and safety, shopping, employment, housing, entertainment, education, immigration, government, law, and many others. No other program offers as many competencies as ETC.

Current Approaches to Language Instruction

ETC brings current, effective teaching strategies to each skill area. Notional-functional methodology is incorporated into speaking activities. Reading and listening activities focus on acquiring strategies to learn to read

and listen more effectively. The program itself is based on a grammatical syllabus, and grammar is carefully controlled and integrated with competencies in all the books. Students learn contemporary, natural language as used by native speakers.

Lively Pedagogy

The wide variety of topics and activities in each book gives you many classroom options and provides for high student interest. Each chapter in the book builds student motivation by listing the competencies, grammar, and skills to be gained from it. Questions, summaries, and exercises offer numerous opportunities for reinforcement and discussion. In addition, ETC contains excellent suggestions for beyond-the-book activities.

Fully Illustrated and Carefully Designed

ETC allows you to bring the real world into the classroom through its well-conceived art program. All of the illustrations and photographs have clear functions and purposes that are suited to the adult student. Each level is designed to match the reading skill of its intended audience so that, for example, the type size is larger at the lower levels. This careful attention to student needs reflects the spirit of ETC.

Turn to the chart at the center of this catalog to see the full grammatical scope and list of competencies in the ETC program.



A COMPETENCY-BASED SKILLS BOOK

Elaine Kirn, West Los Angeles College

This book introduces students to essential listening, speaking, reading, and writing skills. Like most books in the ETC program, the Skills Book consists of an introduction and ten chapters. Each chapter in this book contains four parts: a *vocabulary* section, with visual illustrations of word meanings; a *listening* section, which helps students develop skills in identifying situations, understanding content words, and performing tasks in response to aural cues; a *grammar in conversation* section, which provides speaking practice in simulated situations; and a *reading and writing* section, which presents simplified versions of the kinds of reading materials students are likely to encounter in everyday life, followed by practical writing tasks.

Order number: 35336-6

Additional materials:
Instructor's annotated edition
Order number: 37283-2

Audio cassette program

A COMPETENCY-BASED WORKBOOK

Elaine Kirn, West Los Angeles College

This text offers grammar exercises and activities in context, focusing on practical competency themes. Heavily illustrated to clarify meaning, it also includes spelling instruction and vocabulary review. In a program that emphasizes language skills while deemphasizing structure, the workbook will serve as a supplement, providing controlled writing practice.

Parts One, Two, and Three of each chapter begin with an illustrated story that introduces the grammar and important vocabulary of that section. Part Four presents spelling principles (basic phonics) along with vocabulary review exercises.

Order number: 35337-4

Additional material:
Instructor's annotated edition
Order number: 35338-2

ETC² ENGLISH IN EVERYDAY LIFE



A COMPETENCY-BASED GRAMMAR

Elaine Kirn, West Los Angeles College

In a structure-based ESL course, this book will provide the core material. Organized around grammar principles and patterns, it provides vital competency material in its reading matter, exercises, and practical activities. In a program that emphasizes language skills, the grammar can serve as a supplementary workbook for the corresponding reading/writing and listening/speaking texts.

Parts One, Two, and Three of each chapter begin with a strip story or conversation that introduces the important vocabulary and the grammar of that section; these three parts present and practice structures essential to the language, such as verb tenses. Part Four begins with specific grammar points on, for example, the use of prepositions, kinds of nouns, and quantity expressions; it then summarizes and reviews the previous material of the chapter.

Order number: 35340-4

Additional material:
Instructor's annotated edition
Order number: 37282-4

A COMPETENCY-BASED READING/Writing BOOK

Elaine Kirn, West Los Angeles College

The reading materials in this book comprise a large variety of simplified "realia"—forms, ads, signs, letters, schedules, and other examples of the print that ESL students encounter daily. The writing materials offer practice in such necessary routine tasks as filling out forms and writing lists, notes, and messages.

Part One of each chapter presents simplified realia and exercises, sometimes preceded by reading selections with practical and cultural information. Part Two continues with more specific kinds of realia for students to interpret, and it offers related practical writing tasks. Part Three concentrates on sound-symbol correspondences and spelling rules. Part Four points out writing rules and conventions, gives examples, and provides controlled writing practice.

Order number: 35342-0

Additional material:
Instructor's manual
bound with student text
Order number: 37281-6

A COMPETENCY-BASED LISTENING/SPEAKING BOOK

Elaine Kirn, West Los Angeles College

The practical listening and speaking activities in this book offer ample opportunity for student interaction; many provide immediate feedback on students' levels of proficiency.

Each chapter begins with a vocabulary section, which introduces the important words and phrases for all four parts. Part One presents a practical conversation on the chapter theme, along with exercises that develop students' listening ability. Part Two provides pronunciation principles, rules, practice, and communicative activities. Part Three offers a variety of practical listening tasks and interactive speaking activities. Part Four provides communication practice in paired "information gap" activities. It may also present common phrases in notional/ functional categories for students to practice in structured conversations.

Order number: 35341-2

Additional materials:
Instructor's manual
bound with student text
Order number: 35343-9
Audio cassette program

ETC3 AN IMMIGRATION STORY



A COMPETENCY-BASED GRAMMAR

Elaine Kirn, West Los Angeles College
Jeanne Brownlee Becijos,
Castle Park High School

Depending on whether your course is structure-based or language-skill based, this book can serve either as the core or as a supplementary workbook. Competencies are integrated with grammar throughout.

In each chapter Parts One, Two, and Three begin with a story that introduces the important information, vocabulary, and structures of that section; Part Four summarizes and reviews the material of the chapter. All four parts contain a variety of exercises and activities, from controlled to open-ended.

Order number: 35345-5

Additional material:
Instructor's annotated edition
Order number: 37280-8

A COMPETENCY-BASED READING/Writing BOOK

Elaine Kirn, West Los Angeles College
Shanti Isabel Pederson, Alemany
Community College Center, San Francisco
Community College District

This book offers stories of high appeal to adults—they are based on the real experiences of immigrants with whom readers will easily be able to identify. Reading skills are developed in exercises, and realia will help students develop practical competencies. Writing activities are designed both to help students with typical tasks and to motivate them to write on their own.

Part One of each chapter presents a narrative and related comprehension activities. Part Two offers simplified realia with related reading and writing exercises. Part Three teaches the mechanics of writing—paragraph form, punctuation, spelling, and the like. Part Four provides a framework for common kinds of writing, along with suggestions for “Beyond the Book” writing activities.

Order number: 35347-1

Additional material:
Instructor's manual
bound with student text
Order number: 37279-4

A COMPETENCY-BASED LISTENING/SPEAKING BOOK

Elaine Kirn, West Los Angeles College
Bernice M. Bloch

The real experiences of immigrants provide the listening material for this text; in addition, practical segments of simulated “aural realia” present listening tasks on such practical matters as telephoning for housing information, making appointments, and interviewing for jobs. Since intermediate students have the ability and desire to express themselves on topics important to their lives, the opportunity is provided for them not only to react to the stories they hear but also to “tell their own stories.”

Part One of each chapter presents a typical classroom conversation on the chapter theme, along with exercises that develop listening abilities. Part Two provides pronunciation principles, rules, practice, and exercises that include immediate feedback. Part Three presents common phrases in notional/functional categories, followed by opportunities to use the phrases to accomplish practical tasks. Part Four offers short “aural realia” for students to react to. These segments provide additional opportunities for vocabulary acquisition and conversational interaction.

Order number: 35346-3

Additional material:
Instructor's manual bound with student text
Order number: 35348-X
Audio cassette program

ETC 3 CONTENTS Introduction: Getting Started Chapter 1: The Arrival Chapter 2: Housing Chapter 3: Transportation Chapter 4: Work Chapter 5: Education Chapter 6: Money Chapter 7: Recreation and Entertainment Chapter 8: Health and Illness Chapter 9: Friendship, Romance, and Love Chapter 10: Family and Special Occasions

ETC4 CROSS-CULTURAL COMMUNICATION



A COMPETENCY-BASED GRAMMAR

Pamela Hartmann,
Evans Community Adult School,
Los Angeles Unified School District

This intermediate grammar text aims at helping students attain competency not only in the grammar of the language but also in practical aspects of daily life in North America.

A pretest opens each chapter; this is designed to give students a preview of the grammar presented in the chapter and to help them see what they already know and what they need to learn. Each of the four sections of each chapter presents one or more structures and practices it with a series of exercises, from controlled to open-ended. Competencies and grammar are integrated throughout.

Order number: 35350-1

Additional material:
Instructor's annotated edition
Order number: 38065-7

A COMPETENCY-BASED READING/Writing BOOK

Elaine Kirn, West Los Angeles College

This book offers two kinds of reading material. First there are short stories and cross-cultural anecdotes on practical topics commonly of concern to immigrants and other nonnative students of English, along with exercises to improve reading skills and increase vocabulary acquisition. Second, there is a large selection of unsimplified "realia" of the type most adults encounter daily—personal papers and forms, advertisements, emergency medical information, and so on.

Part One includes stories on cross-cultural topics followed by vocabulary and reading skills exercises; Part Two provides writing guidelines to help students write their own stories and letters; Part Three presents realia, scanning and comprehension exercises, and related writing or speaking activities; and Part Four consists of a multiple-choice question-and-answer game to stimulate discussion about North American culture.

Order number: 35352-8

Additional material:
Instructor's manual
bound with student text
Order number: 38066-5

A COMPETENCY-BASED LISTENING/SPEAKING BOOK

Elaine Kirn, West Los Angeles College

This book offers two kinds of listening material—cross-cultural anecdotes that illustrate North American cultural "rules" and beliefs and brief conversations that present notions and functions in practical situations.

Part One of each chapter presents a "cross-cultural anecdote" or conversation, along with activities that develop students' abilities to summarize and retell stories, make observations, and discuss ideas. Part Two provides comprehension exercises that develop students' abilities to recognize the effective use of language and to make inferences. Part Three presents choices of language in notional/functional categories, followed by opportunities to use them to accomplish practical tasks in role-plays and classroom activities. Part Four offers situations that stimulate discussion on cultural and practical points of everyday life, along with "cross-cultural notes."

Order number: 35351-X

Additional materials:
Instructor's manual
bound with student text
Order number: 35353-6
Audio cassette program

ETC 4 CONTENTS Introduction Chapter 1: Beginnings Chapter 2: The Body Chapter 3: Dealing with Problems Chapter 4: Eating and Drinking Chapter 5: Solving Problems Chapter 6: Communication Chapter 7: Social Interaction Chapter 8: Home and Family Life Chapter 9: Work and Money Chapter 10: Education

ETC5 LANGUAGE AND CULTURE IN DEPTH



A COMPETENCY-BASED GRAMMAR

Elaine Kirn, West Los Angeles College
Sol Gonshack, Los Angeles Unified School District, *Emeritus*

This grammar book, like the others in the ETC program, combines competencies with structures. Topics are practical issues that affect students' daily lives.

Part One of each chapter begins with a simple story with errors underlined; students are to correct the underlined sections. This serves as a diagnostic for both students and teachers. One or more structures is then explained and followed by a series of exercises, from controlled to open-ended. At the end of the section, students are asked to go back to the story at the beginning and reexamine what they did. (Answers are given in the appendix.) Parts Two and Three follow the same sequence. In Part Four, students are given review material and grammar summaries as well as exercises and activities recombining the chapter's material.

Order number: 35355-2

Additional material:
Instructor's annotated edition
Order number: 38067-3

A COMPETENCY-BASED READING/WRITING BOOK

Elaine Kirn, West Los Angeles College
Joanna Vellone McKenzie, California State University, Northridge, and Reseda Community Adult School

This book offers background readings on practical topics that touch students' lives; a writing assignment then grows out of the reading and relates closely to it. A section of realia is similarly related. For example, Chapter 3 presents a reading on a business loan, a credit statement (realia), and a business letter in which students apply for a loan.

The text begins with an introduction on reading skills and the writing process, with exercises. In each of the following chapters, Part One presents a reading on the chapter theme with various exercises designed to teach reading skills; Part Two builds vocabulary; Part Three includes realia with various activities and "Beyond the Text" exercises, and Part Four focuses on writing, present the mechanics, stylistic issues, and rhetorical patterns necessary to perform simple writing tasks.

Order number: 35357-9

Additional material:
Instructor's manual
bound with student text
Order number: 38068-1

A COMPETENCY-BASED LISTENING/SPEAKING BOOK

Elaine Kirn, West Los Angeles College

This book offers two kinds of listening material: a personal story on the practical theme of the chapter and "aural realia"—simulated lectures or conversations from which students extract practical information.

Part One of each chapter presents a personal narrative on the chapter theme along with exercises to develop students' listening skills (recognizing relevant points, understanding point of view, and so on). Part Two begins with a short conversation or story that illustrates a pronunciation principle and proceeds to exercises and a short role-play. Part Three begins with everyday conversations or speeches on the chapter theme from which students are to make inferences; it may end with practical listening tasks or "Beyond the Text" activities. Part Four includes conversation activities and games designed to practice the vocabulary, functions, and pronunciation principles of the other three parts while giving students the opportunity to express their ideas.

Order number: 35356-0

Additional materials:
Instructor's Manual
bound with student text
Order number: 35374-9

Audio cassette program

ETC 5 CONTENTS Chapter 1: Meeting People Chapter 2: Education Chapter 3: Money, Money, Money Chapter 4: Earning a Living Chapter 5: Getting Help Chapter 6: Going Places Chapter 7: Getting Along with People Chapter 8: Having Fun Chapter 9: Looking and Listening Chapter 10: Keep Learning the Language

Available Fall, 1988

ETC6 ISSUES AND ANSWERS



A COMPETENCY-BASED GRAMMAR

Elaine Kirn, West Los Angeles College

This book is directed at upper-level students who need a dual-purpose text. On the one hand, the grammar offers a complete review course in areas that advanced students may not yet have mastered and, on the other, it serves as a reference for the purpose of error-correction. Students can choose the lessons they need, concentrating on the specific grammar points that have caused them difficulty. All chapters are competency-based. Each chapter contains ten short lessons, each on a different structure but related thematically. The exercises and activities progress from controlled to open-ended. A 100-item pretest precedes the ten chapters and serves to direct attention toward those areas students need most help with; a 100-item posttest follows the chapters and provides a check on students' mastery of the material.

Order number: 35376-5

Additional material:
Instructor's annotated edition
Order number: 38069-X

A COMPETENCY-BASED READING/Writing BOOK

Elaine Kirn, West Los Angeles College

Joyce Mancini, Evans Community
Adult School, and Los Angeles Mission College

This book offers readings on current issues and slightly simplified "media realia"—typical examples of the kinds of newspaper and magazine material that usually interest adults. Writing sections present instruction in mechanics and in style; as students express their views in writing they are encouraged to use a "writing process" approach to clarify their thoughts and improve their language skills.

Each chapter opens with a vocabulary section. Then Part One describes major issues of the chapter, followed by comprehension activities, discussion questions, and topics for informal "debate"; Part Two builds vocabulary and presents reading skills; Part Three consists of slightly simplified newspaper and magazine articles with comprehension and "Beyond the Text" exercises; and Part Four begins with explanation and practice in writing mechanics, organization, and style; it ends with a writing activity.

Order number: 35378-1

Additional material:
Instructor's manual
bound with student text
Order number: 38070-3

A COMPETENCY-BASED LISTENING/SPEAKING BOOK

Elaine Kirn, West Los Angeles College

Leslie F. Darmek, University High
School, and University of Arizona, Tucson

This book offers two kinds of listening material: a simulated "media segment" (interview, lecture, talk show, soap opera, etc.) and short excerpts from conversations or other practical "aural realia" from which students are to make inferences and/or perform specific listening tasks.

Part One of each chapter presents a "media segment" focusing on the issues of the chapter theme, along with listening comprehension and prediction exercises; Part Two includes information about the use of language and presents exercises on notions and functions, and register plus role-play and "Beyond the Text" activities; Part Three includes a large variety of brief comprehension exercises and suggestions for related out-of-class activities; and Part Four offers students the opportunity to exchange opinions on various issues in a number of game-like formats.

Order number: 35377-3

Additional materials:
Instructor's manual
bound with student text
Order number: 35379-X
Audio cassette program

ETC 6 CONTENTS Introduction Chapter 1: Families Chapter 2: Health and Fitness Chapter 3: Government and Law Chapter 4: Business and Work Chapter 5: Science and Technology Chapter 6: Consumerism Chapter 7: Education Chapter 8: The Environment Chapter 9: Immigration Chapter 10: Travel and Recreation