

TARGET ENGLISH



 ALPHA PUBLISHING

Target English

Beginner to Advanced

Welcome to Alpha Publishing

Alpha Publishing believes that children and adults have the right to a quality education. Continuous learning is the best means of improving the lives of individuals and enhancing the standards and quality of our communities.

Our mission is to provide educational materials and courses across the globe that meet international standards while also reflecting and incorporating the cultures and traditions of the particular region.

Our dedicated publishing teams are mindful of the different types of learners who come from various national and cultural backgrounds; therefore, our publishing strategy is driven by the motto: **"We are in the Region, for the Region."** We pay the utmost attention to the delivery of globally recognized and culturally appropriate content and innovative teaching tools not just in our books but through **eAlpha**, our digital CLMS platform.



Lifelong Learning

We make constant endeavors to bring global experience, expertise, and best practices to what we publish, while bearing in mind the region's current and future learning and teaching requirements.



Innovative and Futuristic

We ensure that all of our products are based on the latest research in education and make the mission of international standards a reality. We are committed to delivering both traditional print and innovative, interactive online educational experiences.



Latest Technology

We put great stock in the importance of technology to produce cutting-edge programs and courses for the educational transformation of the community.



Results-Oriented

At Alpha, we know that enhancing teaching and learning outcomes is a key element for measurable impacts.



Publishing Excellence

We guarantee that what we publish is reliable and trustworthy, both globally and regionally.



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FREE TRIAL

visit alphapublishing.com

Alpha's Content Learning Management System (CLMS) for both students and teachers gives access to premium interactive lessons and resources to create virtual classrooms for all students both online and offline. eAlpha makes learning a personalized, exciting and enriching experience

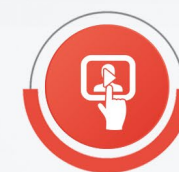
www.eAlpha.info



Easy to Use



Engaging Audio



Informative Videos



Online / Offline Resources



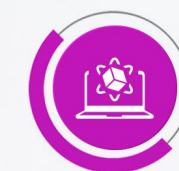
Online Reporting



Interactive Content



Word by Word Highlighting



Alpha + PhET Sims



Parent Guides



Cross-platform Offline Application

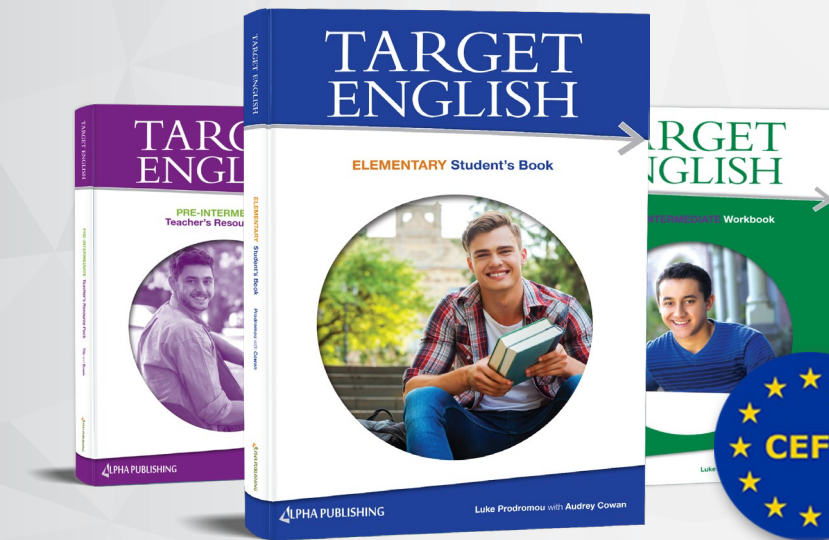


Target English

Beginner to Advanced

Luke Prodromou with Audrey Cowan

Common European Framework: A1–C1



-  British English
-  Online Reporting
-  Online Resources
-  Interactive Content
-  Alpha Clips

Target English is a motivating, six-level, carefully graded English course providing thorough grammar, vocabulary and skills work through content which is interesting for teenagers and young adults.

The combination of clear, easy-to-use, printed, digital and online materials, and the particular attention paid to the needs of mixed-ability classes and different learning styles, make Target English readily adaptable to any teaching situation.

Program Components



Student's Book

- Double linguistic input: each unit opens with an initial presentation text in various formats (article, email, report). This is followed by a second presentation offering key functional language in real contexts.
- Key grammar structures and functions clearly presented in Grammar and Functions boxes.
- A productive activity combining elements learned in the unit with students' own personal experience.
- Clear vocabulary in every unit.
- Flash Forward activities keep fast finishers busy.

Special sections at each level:

Beginner

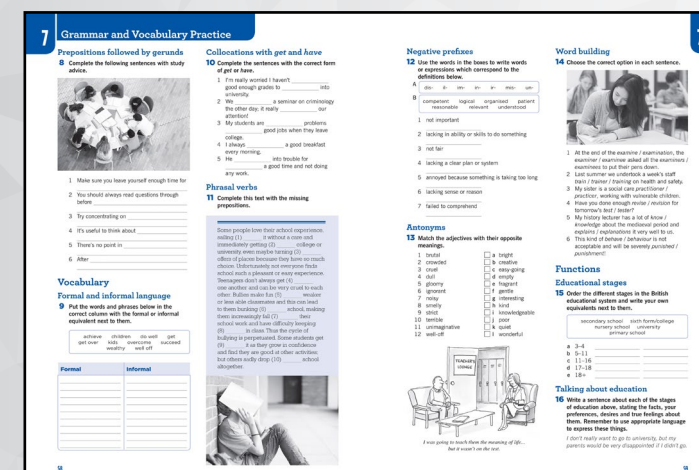
- Focus on vocabulary and culture

Pre-Intermediate

- Focus on Reading: extensive reading and comprehension activities

Upper-Intermediate

- Word building, Writing reference



Teacher's Book

- Introduction to the methodology.
- Extensive unit-by-unit teaching notes.
- Suggestions for further activities.
- Teaching techniques for mixed-ability classes.
- Full answer keys to all exercises and activities.
- Transcript of all recordings.

Test Maker and Downloadable Teacher's Resources



- Editable tests in Word format allowing teachers to adapt the tests to the class's interests, needs and level.
- Further skills practice through culture, CLIL and literature-based worksheets with accompanying audio.
- All recorded material in MP3 format.

Levels 1-6 | Young Adult

Elementary

- Starter Unit reviewing essential grammar, functions and vocabulary

Intermediate

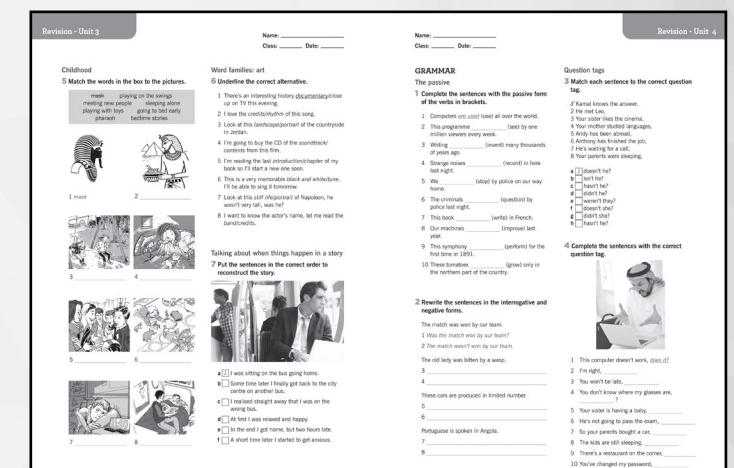
- Focus on CLIL

Advanced

- Focus on authentic real-world language

Workbook + Audio Resources

- Unit-by-unit grammar reference and further practice to fix target structures.
- Revision and consolidation activities for listening, reading and writing.
- Recordings of all Workbook listening material.
- Irregular verb tables.
- Function files (Pre-Intermediate).
- Useful expressions and phrasal verbs lists (Intermediate).
- Topic vocabulary list for Cambridge English: First (Upper-Intermediate).



Professional Development & Product Training



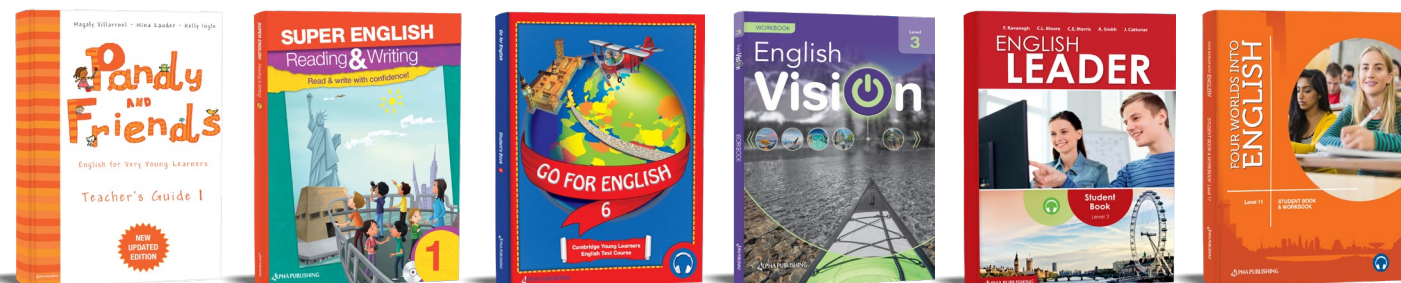
Providing ongoing professional development for educators is one of the most critical success factors for better training and teaching outcomes.

Alpha Publishing, in partnership with a selection of independent trainers, provides specifically tailored program training and practice sessions for teachers, to ensure they have the right skills to teach our programs to their students. Conducted via online distance learning or at-site events, the training is comprehensive, interactive, and educational, answering any questions the teachers may have before entering the classroom.

We also provide leadership and school management courses, including distance learning best practices, with hints and tips to support teachers and schools.

For more information about professional development and product training please call **+971 4 391 8658** or email our Head of Consultancy and Training Danielle Nasser, **danielle.nasser@alphapublishing.com**.

Related Titles from Alpha Publishing



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