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Introduction

Welcome to **English Result**! We've focused on making each lesson motivating, attractive, and memorable. We've planned the course to be complete and success-oriented. We treat language as a practical, action-oriented tool for communication. We've made the course transparent and easy to follow, with a clear lesson and unit structure. We hope you enjoy it!

Motivating

English Result is designed to motivate. We believe that quality of learning depends on quality of attention, and students will only pay attention if they are motivated. Student motivation may be extrinsic (they study the subject for external rewards) or intrinsic (they like the subject for its own sake), or a mix of these.

Adult and young adult students often have very good extrinsic reasons for learning English – for work, exams, study or travel, for example. However, this alone does not guarantee that they will be successful; especially considering that many will have tried to learn English before with disappointing results. We've often heard frustrated students say things like, 'I've studied English for six years and I still can't speak it!'. These students need a fresh new approach, including course material which is intrinsically appealing.

We've written **English Result** with this in mind, by creating material which will act like a magnet to attract student attention. In our experience, texts and tasks are likely to work as 'attention magnets' if they have one or more of the following properties:

- curiosity
- challenge
- space for personalization
- entertainment
- enjoyment
- space for choice and control

For this reason, we have consciously tried to make sure that at least one of these properties is central to each lesson.

Once the students' attention has been attracted, their motivation needs to be sustained during the lesson and through the course. They need to feel that they are making progress and achieving something worthwhile. This achievement is motivating in itself. We aim to cultivate achievement motivation in a number of ways:

- By providing engaging lessons which begin by stating a practical communicative objective (**How to ...**) and provide all the necessary input for the students to achieve that objective.
- By providing tasks which are clear, focused, challenging, do-able, personalisable, and which offer choices.
- By providing assessment tools for both learner and teacher which are transparent and allow the students to check their own progress against the independent, internationally recognized student attainment levels in the CEF (the **Common European Framework of Reference**). For more information, go to www.oup.com/elt/teacher/result.

Attractive and memorable

English Result is designed for maximum visual impact. The entire left-hand page of the main lessons consists of a striking combination of picture and text. These 'impact pages' are designed to attract the students' attention. They are the kinds of pages that would probably spark the curiosity of any person thumbing through the book, even someone *not* studying English. These pages are addressed to the reader-as-person, rather than the reader-as-student-of-English, and their impact is not diluted by instructions, explanations, or exercises. The impact page forms the 'centre of gravity' of the lesson, helping to give each lesson a distinct and memorable character.

We believe that variety from lesson to lesson is crucial to maintaining the students' interest, so the impact pages include a wide mix of genres such as the following:

- magazine articles
- games
- general knowledge quizzes
- comedy sketches
- puzzles
- poems
- mystery stories
- personality tests
- art