

Introvideo LearnNoW – Treatment 05

The video opens with FutureLearn’s Graphic Opening ANIMATION, [tentatively] followed by the LearnNoW LOGO [beware of over-branding!].

VERUSKA (voice over [v.o.]): “Velkommen til LearnNoW. Welcome to LearnNoW, Learning Norwegian on the Web.”

FADE IN to STOCK FOOTAGE of Norway, e.g. flag, internationally well-known landmarks, groups of students, workers on location, nature, modern cities, beautiful people, high living standards, midnight sun, northern lights, etc.

VERUSKA (v.o.): “Have you ever thought about learning Norwegian? Maybe you have to learn a little bit of basic Norwegian for study or work purposes, or to talk to new in-laws, or maybe you just want to learn a new, exotic language for fun. In either case, this course will help you unlock the door to Norwegian language and culture.”

VERUSKA, in front of a picture of Gløshaugen or Dragvoll or downtown Trondheim or an auditorium or something else relevant, smiles in a welcoming way.

VERUSKA: “My name is Veruska De Caro-Barek. I’m an assistant professor in languages at the Norwegian University of Science and Technology, NTNU.”

Superimpose CAPTION: Veruska De Caro-Barek, assistant professor NTNU

VERUSKA (cont’d): “I will be your Lead Educator on this course and I will guide you through the first four weeks of Learning Norwegian on the Web.”

PICTURES of the VIDALS or SCREENGRABS from FutureLearn of the pictures of the Vidals as they are presented, both as a family and individuals.

VERUSKA (v.o.): “In this course, we will follow a French-Norwegian family, the Vidals. Benjamin is married to Cecilie and they have two children, Alex and Dina.”

STOCK PICTURES of Paris, rural Norway, etc. that illustrates the story, or SCREENGRABS from FutureLearn that illustrates the same content.

VERUSKA (v.o. cont’d): “They are about to move from Paris to live in a small village in Norway. We will follow them in the process of settling down in Norway and getting accustomed to their new life, new jobs, new home and new friends.”

SCREENGRABS from FutureLearn that show the relevant course content.

VERUSKA (v.o.): “By following the Vidal family, we will learn how to make simple sentences in Norwegian that we can use in our daily life, from introducing ourselves to going to the

shop for errands. In that way, we will also be introduced to Norwegian culture and traditions.”

PICTURES or VIDEO of a student wearing headphones in front of a computer, listening while reading, then typing.

VERUSKA (v.o.): “We will learn the basic language features of Norwegian and we will practise our language skills by listening, reading and writing.”

LOGOS for HelloTalk, HiNative, Bilingua and/or SCREENGRABS from FutureLearn showing the platforms. Student in front of computer speaks in headset.

VERUSKA (v.o.): “We will also encourage you to speak Norwegian by connecting to one of our recommended Language Exchange platforms, like HelloTalk, HiNative or Bilingua so you can come in contact with a community of native speakers that can help you practise oral interaction.”

LOGOS for Quizlet, Flashcards and/or SCREENGRABS from FutureLearn showing the links. The student in front of computer smiles while working.

VERUSKA (v.o.): “Because language learning is all about what you can do in another language, we want you to have fun whilst learning and practising your language skills, so we have added links to Quizlet and Flashcards and we have tried to design learning tasks that can help you listen, read and write in Norwegian from the very first week.”

SCREENGRABS of discussions and polls from FutureLearn. The student in front of computer concentrates.

VERUSKA (v.o.): “We also believe that it is easier to learn if you share your newly acquired language skills and knowledge with others, so we have added discussions and polls to this course and we hope you will contribute to build a learning community of fellow course participants in the way that suits you best, either by writing, posting interesting and relevant links to articles or videos, answering questions or just sharing your support.”

SCREENGRABS of activity in the FutureLearn discussions and/or a PICTURE of Veruska.

VERUSKA (v.o.): “LearnNoW is a massiv open online course without personalized educator follow-up. However, if the discussions and polls are widely used I will participate by moderating the discussion forums. All other feedback will come from your fellow online students, underlining the importance of taking part in the available learning communities.”

Veruska in front of a screengrab of the FutureLearn opening page. She smiles.

VERUSKA: “So we hope you will enjoy Learning Norwegian on the web. Good luck! Lykke til!”

FADE to white. Run Credits / LearnNoW Logo / FutureLearn Graphics.