

# Newsletter

**July 2004**



## **KEEP YOUR MOMENTUM GOING**

Momentum is precious. You have already poured quite a bit of effort into learning a foreign language. The rock has inched forward, and by now it's starting to roll on its own. Keep it going! You will pick up more and more vocabulary, construction and usage. Every bit is a piece of the puzzle falling into place.

Most of all, you start developing a natural feeling for the language. So that pleasure gradually starts replacing effort. We all want to express ourselves. Being able to do so in a language other than our own is Very Gratifying. Plus, it makes a lot of financial sense: you have invested time and money into it, right? You don't want to squander your efforts. So, hang in there. Make yourself bilingual.

**ENROL NOW.  
TERM 3 BEGINS 19 JULY.**

**Please email us at  
[info@eurolang.co.nz](mailto:info@eurolang.co.nz) if you  
have not confirmed with us.**

## **RE-ENROL NOW FOR NEXT TERM**

July 19<sup>th</sup> is only a couple of weeks away. That's Day One of the upcoming term. Which means that now is the perfect time to plan ahead. Hey, it's a no brainer. But just in case you are tempted to give in to laziness and drop out, consider the consequences. Go through the following checklist to further convince yourself:

- 1) You are at the wonderful Asador de Aranda restaurant in Barcelona and realise that you used to know what all those great dishes are supposed to be.
- 2) One day your little one asks you: "Mommy, you speak French, don't you?"
- 3) Your new boss will take over next week. And she is German.
- 4) As you are about to leave on your vacation, you are informed that in spectacular Tuscany people only speak spectacular Italian.

That's enough. Pick up the phone and call your reliable friends at the European Language Academy to confirm your re-enrolment.

Do something cool this winter. Join us for a warm experience.

## TWO BIG LANGUAGE AND CULTURAL EVENTS TAKING PLACE SOON:

As New Zealand takes up a more and more visible role in the world's cultural and artistic arena, it also opens up to a host of significant events making us increasingly aware of cultural and linguistic diversity:

### **INTERNATIONAL FILM FESTIVAL JULY 9-25**

The Auckland International Film Festival is coming up, a favourite of many of our students and friends. It's a great opportunity to see how the rest of the world is portraying itself, often in movies that have already garnered wide recognition and major awards.

### **INTERNATIONAL LANGUAGES WEEK AUGUST 15-21**

The Prime Minister herself and some of the nation's top brass attended last year's International Languages Week. What better sign of the growing importance of foreign languages for this country's future? During the Week, French, Spanish and German will be highlighted.

The Week will be eventful for ELA too, with:

**Ferragosto:** August 15.

Places and pleasures of the Italian Summer.

**Goodbye Lenin:** Friday 20.

Based on the intriguing German movie.

**And more** initiatives coming up (we will keep you posted).

## MAKE LEARNING A EUROPEAN LANGUAGE REALLY EASY: START AS A CHILD.

Hello Children! We know how naturally you pick up languages. Because there is no obstacle to them in your minds. They just flow in and become integrated in your vision of the world. A child's brain is a cheerful sponge. And a foreign language is so much fun to play with, it builds up without you even being aware that is happening.

Just remind your parents that you want to have fun the bright way. Not only now but for the rest of your life.

Young minds are creative minds. They need to be nourished, so that your logical and intuitive skills can flourish. And your perception of the world opens up as you are exposed to different viewpoints, making you more culturally sensitive.

Tell your parents to call the guys at ELA and find out about children's courses.

There are several in the afternoon. Just choose the language(s) you feel most attracted to. And start playing.

## THE ITALIAN GROCER IN PONSONBY WELCOMES ELA STUDENTS

And actually offers you a 10% discount on purchases worth \$20 and above. Mozzarella, provolone, salame, olio d'oliva, all sorts of gifts from the Food Gods making Italy their Olympus, descending to your table. Words so full of flavour you can already taste the saporita focaccia, sip the sunny limoncello.

A language worth studying just for the pleasure of pronouncing it.

A store worth visiting whenever the palate asks for the best.

For the few who happen not to know it, The Italian Grocer is at 54 Ponsonby Road, tel. 360-2842, open 8.30am to 7pm Mon-Fri, 8am to 6pm Sat-Sun.

Just tell them you are an ELA student to qualify for your discount. Offer ends 31st August.



**Monsieur Jones?**

Don't speak a word of French? Or Spanish, German or Italian?  
Experienced native teachers. No more than 8 people a class.  
An authentic experience. Term starts 19 July.  
Time to enrol. Visit [www.eurolang.co.nz](http://www.eurolang.co.nz) or call 3612345.

  
**EUROPEAN LANGUAGE ACADEMY**