Mastering English Program

Multimedia Storytelling (Online)
Summer 2021 | July 6 – July 23

English Language Institute

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New York, NY 10003
(212) 998-7040
eli@nyu.edu
sps.nyu.edu/eli

Follow us on social media:
Program Overview

Our three-week English language and career development program is for students of English as an additional language (EAL). Tuesday and Thursday morning live classes focus on expanding students’ English skills - speaking, writing, listening, reading and grammar - and preparing them to fully participate in Wednesday and Friday workshops. Lectures and hands-on projects introduce students to the fundamentals of storytelling and the application of storytelling across industries and media platforms. Topics will include:

• Multimedia Storytelling: goals and techniques

• Social Media: Uses and Modalities—Students will learn about social media tactics and develop a strategic marketing plan across multiple social media platforms. Throughout the workshop, students will gain hands-on experience in strategic planning, content curation and social analytics. By approaching social media as a practice, this workshop identifies simple, effective, and accessible tools that storytellers can use to reach their digital marketing objectives.

Program Goals

Students will enhance their English language skills while building an understanding of storytelling across media platforms:

• Develop listening and writing skills through note-taking activities and real-life practice in content lectures.

• Employ oral communication strategies with a focus on appropriateness, pronunciation, articulation, intonation, stress and vocal projection.

• Demonstrate the ability to use new content-based vocabulary.

• Apply content knowledge gained to the creation of a group presentation.

• Develop and review grammar through guided writing and speaking exercises.
Multimedia Storytelling: Course Schedule*

**Week I**

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<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
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<tr>
<td><strong>NO CLASSES</strong></td>
<td>8:30–10:35 a.m. (Eastern Standard Time)</td>
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<td></td>
<td>Language skills development</td>
<td>Storytelling: Goals and Techniques</td>
<td>Language skills development</td>
<td>Storytelling: What works and why</td>
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<td>Welcome: Orientation Overview of Verbs and Tenses</td>
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<td>Connectors, Conjunctions, Conjugations</td>
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<td>Making coherent stories</td>
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**Week II**

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<td></td>
<td>Language skills development</td>
<td>Social Media for Storytellers: Review Social Media Platforms</td>
<td>Language skills development</td>
<td>Social Media for Storytellers: The Social Media Plan</td>
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<td>Pronunciation workshop</td>
<td>Audience personas</td>
<td>Intonation and Stress: Making the story come alive</td>
<td>SMART social media goals</td>
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<td>Define my Brand</td>
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<td>Creating content</td>
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**Week III**

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<td>Language skills development</td>
<td>Social Media for Storytellers: Executing the plan</td>
<td>Language skills development</td>
<td>Social Media for Storytellers: Presenting the plan</td>
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<td></td>
<td>Making a Presentation that Pops</td>
<td>Digital advertising</td>
<td>Projecting Perfecting Presenting</td>
<td>Digital Marketing Plan</td>
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<td>My social policy</td>
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<td>Social media consultant</td>
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*Please note that the program schedule is subject to change.

**Tuition & Fees**

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<tr>
<th>Multimedia Storytelling</th>
<th>Summer 2021</th>
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<tr>
<td>Tuition</td>
<td>$1,050</td>
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<td>Registration Fee</td>
<td>$20</td>
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**Student Total** $1,070
ELI Student Testimonies

“Studying English at the ELI does more than stimulate creativity and intellectual curiosity. I experienced the joy of collaboration, of adventure, of diversity and of a new culture. It is a path to unlimited possibilities because the professors, the classmates, and the whole city enriched my life. It is life changing.”

Masahiro Yoshida, Japan
Former ELI student

“Effective. Fun. Challenging. This is how I’d define the course of study at ELI.”

Stephanie Spatti, Italy
Former ELI student

“I learned to understand the American way of life from passionate and interesting teachers and students who still remain a part of my life.”

Simone Furtado, Brazil
Former ELI student
General Information & Guidelines

The NYU School of Professional Studies
Established in 1934, the NYU School of Professional Studies has fostered a rich tradition of serving the City and the world, by providing educational experiences that prepare students who are just beginning on their career path, as well as those who are seasoned veterans. Through undergraduate and graduate degrees, and professional pathways programs that span a plethora of industry-related disciplines, the School has shaped the very landscape of professionally oriented education. In the classroom, in the field, and online, our programs have inspired the next generation of leaders, to innovate, communicate, and succeed in a constantly changing world that offers limitless opportunity.

To learn more about the NYU School of Professional studies, click here.

English Language Institute
Established in 1945, the English Language Institute (ELI) was one of the first university-based language learning centers of its kind. Our mission is to provide the English language skills students need to communicate effectively in academic, professional, and social settings, enabling them to engage fully in our interconnected and interdependent global society. Our faculty members are specialists in Teaching English to Speakers of Other Languages (TESOL) and will provide individualized attention to help you succeed. The ELI offers a comprehensive program of English language instruction and evaluation. We emphasize an integrated approach, ensuring that students gain a foundation in language structure and become comfortable and confident in communicating effectively in English. Our location in the heart of New York City offers students the opportunity to fully immerse themselves in the City's language and culture.

English Language Institute Offices

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