



1st term report of the Project Coordinator Jan. - April 2014

iTongue: Our Multilingual Future

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July / Aug

Preparation of electronic requirements locally :

- Meetings / Workshops in Stuttgart with Media-Mundel:
 - Recruitment of open sources for sound, image and video processing
 - Research for open sources allowing differentiated website search functions (partner/product search)
 - Definition of search-tool dependent requirements for the website structure
- Local introductory workshops for open source best practice

Preparation of the international cooperation:

- Ensuring general conformity of the institutional, administrative and logistic requirements
 - Most partners without LLP experience; three of which with a 24-Mobility.
 - Letter to the partner agencies because there was only distant accommodation available at short notice for about 40 visitors for the kickoff meeting.
 - Creation of project templates and letterheads to ensure their conformity for all partners.
- Local introductory workshops exploring best practice in using for open sources

Preparation of the project content locally:

- recruitment of extensive scientific background information for neuro-didactic language-decoding:
 - Preparing electronic booklets summarizing the latest neurological research results relevant to the project, with material previously translated into most of the partner languages.
 - Preparing word docs, in order to facilitate further translation.
 - Development of topics, texts and music composition of multilingual songs.
 - Studying customer services and management issues for the development of effective language learning texts.
 - Identifying the legal requirements for the production of the project outcomes.
 - Recruitment of project related international observance days and creation of an extensive permanent calendar to ensure effective dissemination in coherence with public interests.



Sept / Oct.

Preparation of the kick-off meeting:

- Organisation of tourist attractions with project related cultural entertainment.
- Organisation of the respective transports including common transport from and to the airport.
- Serious challenges between lacking accommodation availabilities and non-response of partners.
- Ensuring the electronic equipment the announced 40 visitors to allow workshops on the respective audio language decoding techniques to lay the ground for the production of the language material to be used and improved throughout the project.

Project development:

- Creation of audio-decoded video samples as well as the edition of sample texts to start with.
- Website development and edition with Media-Mundel. Challenge: how to meet expensive search-tool requirements by solutions with open sources.
- Rich correspondences with inquiring partners about the neurological, psychological, educational and economical scope the project engages in.
- Providing the partners with extensive material available in 8 languages for local preparatory courses on the scientific background and neurodidactic language decoding.

Nov. / Dec.

Kick-off meeting 14th – 17th Nov with 35 international visitors:

- Program: Scientific findings concerning the language learning process ([What does the brain need at which age](#). [Learning vocabulary forbidden](#). [Language decoding: a biological need!](#)) electronic techniques (Sound recording/processing. [Download audio files for language decoding](#). Music support), workshops (translating, recording and decoding [samples](#)), project related tourist attractions ([inventors' break through Daimler](#)). Results and decisions to be seen in the meeting report.
- Challenges for the project management:
 - Participation of half of the partners shifted in time.
 - Common introduction to background information and IT techniques therefore not possible.
 - Partners lacking knowledge of as well as interest in the required electronic tools.
 - Therefore lack of basics for effective communication and cooperation.
- Efforts: Familiarize with these particularities and face the need to re-monitor the strategies.

Further activities:

- Briefing the partners about options for the required follow up activities immediately after the meeting.
- International recruitment of relevant studies via the ZNL Center for Neurology and Learning at the University of Ulm in order to steer the educational responsibilities of the project and to provide a solid base and backup for the discussions and educational demands the partners are locally engaged in. Especially studies about different response at different ages to language learning via multimedia devices proved to be essential and should be considered seriously!
- Briefing the partners about the projects timeline and requirements
- End of year summary with systematized transfer of work tools and the first project outcomes with categorized files and index overview.