

## Campaign wins HRH The Duke of Edinburgh ESU English Language Award for 2004

**Campaign**, a new English course for the Military published by Macmillan Education, has won the prestigious HRH The Duke of Edinburgh ESU English Language Award for 2004.

The publishing team will receive the award from HRH The Duke of Edinburgh at a ceremony at Buckingham Palace on Wednesday 24<sup>th</sup> November 2004.

Simon Mellor-Clark, author of **Campaign** is thrilled to receive the award; 'I'm delighted about the award. I think **Campaign** is an important step forward in ESP materials - for its teachability, syllabus and methodology. For me, the award validates the approach that we've taken and is a recognition of the fantastic work done by the writers on the team, the publisher and editors - especially Louis Harrison, the project manager - and the designers.'

**Campaign** is designed to meet the English language needs of military personnel engaged in all operations, including peacekeeping, humanitarian assistance and training exercises.

The rationale behind **Campaign** is that it should offer military English language training which goes beyond technical language by providing a comprehensive syllabus covering all aspects of English for military personnel including necessary exchanges for daily life. The syllabus was informed by the assessment of several hundred needs analyses and interviews with active service officers and NCOs working in international contexts. It offers a functional approach to learning English and the skills are immediately transferable to real-life situations.

**Campaign** is a three-level course. It features a full range of components at each level (Student's Book, Class Audio CD, Teacher's Book, Workbook & Audio CD) and the series is continually expanding. Additional resources currently include a website with a free web-guide relating to the topics in the course, a free e-lesson service, and a 6000+ word dictionary of military terminology. Electronic editable tests are currently in production and will be available from January 2005.

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