

LANGUAGE ALTER EGO:

Building blocks and stages of development

SPEAKER:

EKATERINA MATVEEVA

Abstract

The webinar will explore the concept of Language Alter Ego (LAE) and its application within educational settings, particularly in bilingual, multilingual and multicultural classrooms. The presentation will dive into how LAE, as a theoretical framework, enables learners to construct distinct linguistic and cultural personalities and identities when engaging with foreign languages. It will examine the ways in which LAE influences students' adaptability, emotional intelligence, and cross-cultural communication skills. The presentation will also introduce the concept of "blocks," modular units that integrate LAE into classroom practice, offering educators concrete strategies to foster holistic language acquisition and cultural understanding.

Biography

Ekaterina Matveeva, Ph.D. (h.c.) is the author of the theory Language Alter Ego, founder of Amolingua and Lingo+. She received an Honorary Doctorate from Azteca University for her contribution to the fields of education and humanities. Her work has appeared in Forbes, Brainz, El Cronista, and Techflix. Ekaterina has been featured on TV, radio and podcasts and she trained over 100,000 people around the globe including world thought leaders from TED to Singularity University.

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ONLINE, 19 MARCH

@14.00 – 15.00 UK TIME