

en.news: today's CNN news stories are today's English lessons

WeSpeke partners with CNN to launch en.news, a free, pedagogically-structured and gamified English lessons app based on CNN's award-winning digital content.

PITTSBURGH, PA, USA, January 22, 2018 /EINPresswire.com/ -- en.news (English News) provides relevant, personalized, effective, and free English lessons based on daily news, information and entertainment. More than one billion people are studying English and en.news will help them accomplish their business, educational, or personal goals.



WeSpeke announces en.news, an English language-learning site and mobile app that provides free English lessons to the world utilizing CNN's highly-acclaimed digital content. en.news combines the daily habit of reading and watching news with the utility of learning English. en.news includes a web-based application, <https://en.news>, and mobile apps for [Android](#) and [iOS](#).

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*Michael Elchik - WeSpeke
CEO*

en.news is built upon WeSpeke's proprietary and patent-pending Artificial Intelligence (AI), Natural Language Processing (NLP) and Machine Learning (ML) technology.

The learning experience on en.news is personalized, engaging, and adaptive to the user's needs. Learners can choose from a wide range of lessons that match their language abilities and personal interests, illustrated with

content from CNN. For example, if an English learner is pursuing a career in finance, then English lessons will be available daily based on articles and videos on CNNMoney. The lessons vary in levels of difficulty and consist of NLP-generated activities that include listening, reading, pronunciation, vocabulary, grammar, and comprehension. Learners can save new vocabulary to an individualized Notebook and are motivated by competitive features such as leaderboards, leveling, and badges. In addition, learners can share their progress on social media as they work through a lesson, earn a new badge, and achieve a new level.

“For over a billion people worldwide, the path to economic opportunity and prosperity is paved with English proficiency. Combining the daily habits of reading or watching the news with the utility of learning English is a disruptive innovation in the English language learning (ELL) market.” said Michael Elchik, CEO of WeSpeke. “High-quality, relevant content that is repurposed for English lessons allows the global community to align their personal or professional interests with their English learning that never ends. Our partnership with CNN opens the doors to economic opportunity,

independence and personal growth for the more than one billion English learners around the world. Further, this partnership will produce free lessons in a deeply engaging user experience that will help millions of English learners to better prepare for English certification tests such as TOEFL, IELTS and TOEIC.”

“We are delighted to provide CNN content as part of WeSpeke’s en.news,” said Greg Beitchman, VP, Content Sales & Partnerships, CNN International Commercial “The high-quality and engaging nature of our news content makes it the ideal English-language learning aid as part of WeSpeke’s innovative offering. Through this content licensing partnership, we look forward to today’s news becoming tomorrow’s English lessons.”

About WeSpeke

WeSpeke (<http://www.wespeke.com>) is a language learning technology company located in Pittsburgh, PA and founded in 2010 by Michael Elchik and Jaime Carbonell, Ph.D., Director of the Language Technologies Institute at Carnegie Mellon University in Pittsburgh, PA. WeSpeke develops disruptive language learning solutions that focus on helping learners achieve their personal and professional goals.

About CNN International Commercial

CNN International Commercial (CNNIC) is the division of Turner International responsible for the business operations of CNN’s properties outside of the United States. All the commercial activities for brands such as CNN International, CNN en Español, CNN Arabic, CNN Style, CNNMoney and Great Big Story are aligned within the division. This encompasses the marketing, advertising sales, sponsorship partnerships, commercial content development, content sales, brand licensing, distribution and out-of-home operations for the world’s leading international news provider. CNNIC is a recognised industry leader in international advertising sales and its use of award-winning commercial content, produced through its Create unit and driven by its advanced data usage and digital capabilities, has resulted in strong and enduring partnerships with many of the world’s most recognised brands. Its Content Sales and Licensing unit has relationships with more than 1000 affiliates ranging from licensing the CNN brand through to content supply contracts as well as offering consultancy services. CNNIC has offices across the world, with key hubs in London, Hong Kong and Miami. For more information visit <http://commercial.cnn.com>.

Further Information: <http://www.wespeke.com/partners/en-news>

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