

Cricket Media Launches Immersive Chinese Language Learning Program Online

MCLEAN, VA, USA, August 10, 2020 /EINPresswire.com/ -- Cricket Media announced today the launch of a new program called NeuLingo, which provides authentic Chinese language synchronous instruction online to North American students ages 5–16. This collaboration with Neusoft, one of China’s premier technology and education companies, builds on the success of NeuABC, an immersive English-language learning program available to children in China.



Neulingo features three different types of Mandarin courses, jointly developed by the U.S.-China education team, all of which are immediately available and align with the benchmarks laid out by

“

Together, these programs empower students with high-quality synchronous language learning experiences that cross cultures, borders, and time zones.”

*Laura Woodside, Senior VP,
Education Products*

ACTFL (American Council on the Teaching of Foreign Languages), HSK (Hanyu Shuiping Kaoshi) Chinese Proficiency Test and the YCT (Youth Chinese Test). Happy NeuLingo is designed for children with little to no exposure to Mandarin; Scholar NeuLingo is aimed at heritage learners who have experience with Mandarin but may need additional instruction; and Fly NeuLingo, which provides a more in-depth exploration of Chinese culture in tandem with Chinese language learning.

All students have direct access to qualified, experienced teachers who are native Mandarin speakers and who

provide immersion-based instruction with cultural relevance; a curriculum customized by international education teams; authentic materials and visuals to enhance learning; and personalized 1:1 instruction based on functional learning objectives—all via a safe and secure virtual classroom.

Mandarin language learning provides this generation of children with an important and valuable skill that offers a lifetime of benefits. It also promotes better cultural understanding and

exchange, which increases knowledge and understanding of the broader world and can help lead to better future relations between nations.

“NeuLingo complements our NeuABC offering and reinforces our commitment to fostering global awareness through lingual and cultural understanding,” says Laura Woodside, Cricket Media’s Senior Vice President, Education Products. “Together, these programs empower students with high-quality synchronous language learning experiences that cross cultures, borders, and time zones.”

NeuLingo is now accepting students. For more information, please visit cricketmedia.com/neulingo.

* * *

About Cricket Media: Cricket Media®, cricketmedia.com, a mission-based global education company known for creating high quality print and multi-media products that expand learning opportunities for everyone. Led by its 9 award-winning publications for children and customizable research-tested collaborative learning/eMentoring/tutoring platforms, the company is committed to making, building, and supporting innovative learning experiences with high-quality age-appropriate content.

About Neusoft: Neusoft was founded in Northeastern University and is publicly traded on the Shanghai Stock Exchange as one of the largest IT service companies in China. With a deep roots in education, Neusoft invests in and manages a number of organizations, including three universities located in China with over 36,000 full time students and more than 100,000 graduates.

Bob Sanregret
Cricket Media
+1 703-885-3400
[email us here](#)

Visit us on social media:
[Facebook](#)
[Twitter](#)
[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/523692638>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

