



To encourage a positive attitude toward language learning;



To help the students develop, over the course of their years in the Berlitz Kids program, a proficiency in a second language that will allow them to communicate with youngsters their own age who are natives of the country where this language is spoken;



To establish a linguistic foundation in elementary school that will make their high school and college experience with world languages more meaningful and productive;



To help students master the sound system of a new language so that their pronunciation and intonation will be correct;



To give students, through the “window” of their new language, a better understanding and mastery of their mother tongue;



To teach students a skill, which is extremely valuable in today’s global society;



To introduce the students to an international perspective by acquainting them with other languages and cultures and, in this way, to support their intellectual and cultural growth.

The Berlitz logo is displayed in white text within a dark blue rounded rectangular box. Above the logo is a horizontal blue banner with a pattern of light blue stars. Below the logo, the word "kids" is written in a colorful, lowercase font. Several yellow stars are scattered around the logo area.

kids

PHILOSOPHY

All children can learn more than one language.

MISSION

Enable the children to comprehend, speak, and think in a new language, and become aware of different cultures.

GOAL

Build skills in a new language.

OUTCOME

Students are able to interact comfortably with native-speakers. They are able to converse, sing songs, play games, take part in small role-plays according to their age level and individual talents and ability in the target language.

