

The ESL Connection



ESL
EFL
ESOL

2005

The ESL Source Selected and Evaluated by Teachers

©2005, Caswell & Caswell, 1-800-757-7668
www.teachersmarketplace.com

Testing

BEST

The Basic English Skills Test

The Center for Applied Linguistics

The *Basic English Skills Test*, developed by language testing professionals at the Center for Applied Linguistics, is a unique measurement tool designed for adult immigrants and refugees, to measure basic functional language skills. There are two components to the BEST Test - an oral interview section and a literacy skills section. The *Oral Interview Section* is an individually administered, face-to-face interview requiring approximately 15 minutes per examinee. It consists of a series of simulated real-life listening comprehension and speaking tasks. These include telling time, asking for directions, following directions, counting money to buy items, verifying change, and conversing socially. Elementary reading and writing tasks are also included in this section; together they may serve as a screening device to identify examinees for whom the Literacy Skills Section may be appropriate. The *Literacy Skills Section* may be administered in one hour either individually or to groups. Reading tasks include: dates on a calendar, labels on food and clothing, bulletin announcements, and newspaper want ads. Writing Tasks include: addressing an envelope, writing a rent check, filling out an application form, and writing a short biographical passage. The **BEST** (Forms B and C) are now available as complete kits for new users or in separate sections for those already using either form of the test. Each complete kit includes all materials necessary to test up to 100 examinees in two simultaneous administrations of the Oral Interview Section and materials for administering the Literacy Skills Section to 20 examinees. Each complete test kit costs \$150.00 and contains: 1 Test Manual, 2 Picture Cue Books (Oral Interview Section), 15 Interviewer's Booklets (Oral Interview Section), 100 Scoring Sheets (Oral Interview Section), 20 Test Booklets (Literacy Skills Section), 20 Scoring Sheets (Literacy Skills Section), and 1 BEST Short Form and Instructions. The *BEST Short Form* is a 5-7 minute subset of BEST test questions that may be used only as a quick in-house oral placement procedure, not for high-stakes assessment as required by the NRS. It uses the Picture Cue Book for Form B. **Testing package includes 20 Scoring Sheets and 20 Test Booklets.**

Quick Placement Test

An electronic placement test for students of English, produced in collaboration with the University of Cambridge Local Examinations. The *Quick Placement Test* is a quick and reliable assessment for placement testing and examination screening, available on CD-ROM or in a paper and pen version.

CD-ROM version - The *CD-ROM Version*, which takes about 15 minutes to complete, tests students in listening, reading, and grammar, through a selection of approximately 25 multiple-choice questions. The adaptive test chooses progressively harder or easier questions according to whether the student's answers are correct or incorrect, until a consistent level of ability is identified.

- ◆ Easy to administer with on-screen instructions available in English, Spanish, French, German, Dutch, Italian or Portuguese, with a voiceover only in Japanese.
- ◆ Clear instruction and on-screen help for each task type.
- ◆ A progress indicator to show how much of the test remains.
- ◆ Substantially different questions for each student.
- ◆ Instant results with no marking required.
- ◆ Recordable scores.
- ◆ Questions which match the quality of UCLES' standard EFL examinations.

◆ User manual with speaking and writing assessment guidelines.

Paper and Pen version - The photocopyable paper and pen version includes all the *CD-ROM* question types except for listening. Two versions with 60 questions each are available; the test takes approximately 30 minutes to complete.

Quick Placement Tests

453583-5	50-use CD-ROM Pack	\$39.95
453584-3	250-use CD-ROM Pack	\$79.95
453579-7	2005 Paper and Pen Pack	\$24.95

BEST Plus

The Center for Applied Linguistics

Best Plus is the newest addition to our line of distinguished language testing products. The BEST Plus is an adaptation of the Basic English Skills Test (BEST) oral interview. The BEST was developed during the early 1980s to meet the need for reliable assessment of adult English learners' oral proficiency and literacy skills. Like the BEST, the BEST Plus assesses interpersonal communication using everyday language.

The BEST Plus comes in two versions - a computer-adaptive assessment on CD or a semi-adaptive print-based version. Both versions are administered as a face-to-face oral interview. In the computer-adaptive version, the test items are delivered via computer. Prompted by the computer screen, the test administrator asks the examinee a question, listens to the examinee's response, uses a rubric to score the response, and enters the score into the computer. The computer then selects the next test item, choosing questions most appropriate for the examinee's demonstrated ability level. In the print-based version, test items are arranged in fixed-form level tests. The test administrator gives the examinee a quick locator to determine the appropriate level test, administers the items in the level test, and marks the score in the test booklet.

The BEST Plus offers a number of advantages.

- ◆ Minimal testing time due to the adaptivity of the test.
- ◆ In the computer-adaptive version, computer software selects test items appropriate to the examinee's ability.
- ◆ In the print-based version, a quick locator determines the appropriate level of the test form for the examinee.
- ◆ Each examinee's oral English skills are assessed accurately.
- ◆ Authentic and accessible language.
- ◆ Test items reflect language used in everyday American life - at home, at work, and in the community.
- ◆ Communicative language functions assessed range from providing personal information to giving and supporting opinions.
- ◆ Informative and versatile score reports.
- ◆ Completed test scores are expressed in terms of a BEST Plus score, Student Performance Levels (SPLs) 0-10, and the six National Reporting System (NRS) levels.
- ◆ Score reports from the computer-adaptive version can be printed, saved as plain text files, or saved as files compatible with word processors (e.g., MS Word) or spreadsheets (e.g. Excel).
- ◆ Scores from the print-based version can be entered into a computer program to generate score reports.

Training Session - (Includes 1 day training w/trainer, Test Administrators Guide, Test on CD (20 Administrators) OR in print (20-pack, Form A, w/Form A picture cue booklet) and a Scoring Rubric. Print Books are in sets of 20.

BEST Plus Test Materials

Please specify Form A, B, or C when ordering.

Best001	Training Session	\$3,250.00
Best002	CD (20 Admins)	\$ 30.00
Best003	CD (50 Admins)	\$ 75.00
Best004	CD (100 Admins)	\$ 150.00
Best005	CD (300 Admins)	\$ 375.00
Best006	CD (500 Admins)	\$ 500.00
Best007	Print Books (20)	\$ 30.00
Best008	Print Books (100)	\$ 150.00
Best009	Print Books (300)	\$ 375.00
Best010	Print Books (500)	\$ 500.00
Best011	Picture Cue Book	\$ 15.00
Best012	Test Admin Guide	\$ 15.00
Best013	Tech Manual	\$ 25.00

BEST Test Materials

Specify Form B or C when ordering!

Best14	BEST Training Video and Guide	\$ 50.00
Best15	Complete BEST Test Kit	\$150.00
Best16	Test Manual (1)	\$ 25.00
Best17	Picture Cue Book (1)	\$ 12.00
Best18	Interviewer's Booklet (5)	\$ 13.00
Best19	Interview Scoring Sheets (100)	\$ 30.00
Best20	Literacy Skills Testing Package (1)	\$ 45.00

Testing

Cambridge Preparation for the TOEFL®

Fully revised and updated, the third edition of *Cambridge Preparation for the TOEFL® Test* is a comprehensive course that prepares students for the *Computer-Based TOEFL® Test (CBT)*. This new edition provides a complete tutorial and a wealth of new skill-building activities to introduce students to the new computer formats and activity types.

A CD-ROM containing seven complete practice tests is included in the book. Also available, separately or in a pack with the book and CD-ROM, is an extensive *Audio Program* that includes tests and exercises to build listening skills. *Cambridge Preparation for the TOEFL® Test, Third Edition*, provides the language foundation needed to score well on the *TOEFL® Test*, and is ideal for both classroom use and self-study.

784018CA	Third Edition Book with CD-ROM	\$38.00
78400XCA	Third Edition Audio Cassettes (4)	\$50.00
783992CA	Third Edition Audio Cds (4)	\$50.00
783984CA	Third Edition CD-ROM	\$15.00
783976CA	Third Edition Book/CD-ROM/Audio Cassette Pack	\$86.00
783968CA	Third Edition Book/CD-ROM/Audio CD Pack	\$86.00

Academic Encounters

The *Academic Encounters* series uses a content-based approach to help students develop the skills they need to meet the demands of college courses in an English-speaking environment. Each book in the series focuses on a particular subject area, known as the "Content Focus," which enables students to build a strong foundation in that area. Each title also concentrates on one of the following two skill sets:

- Reading, Study Skills, and Writing.
- Listening, Note Taking, and Discussion.

Additional components:

- Teacher's Manual with answer keys, teaching tips, and quizzes.
- Full audio program to accompany listening books, available on both audio CD and Audio cassette.

Components:

Human Behavior

Reading, Study Skills, and Writing
High Intermediate to Low Advanced

476585CA	Student Book	\$26.00
476607CA	Teacher Manual	\$20.00

Human Behavior

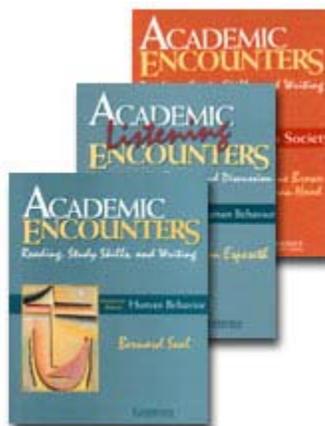
Listening, Note Taking, and Discussion
Intermediate to High Intermediate

578213CA	Student Book	\$25.00
578205CA	Teacher Manual	\$24.00
578191CA	Cassettes (5)	\$74.00
783577CA	Audio CDs (4)	\$74.00

Life in Society

Reading, Study Skills, and Writing

754836CA	Student Book	\$26.00
754844CA	Teacher Manual	\$20.00
754852CA	Audio Cassette (3)	\$56.00
754860CA	Audio CDs (3)	\$56.00
891655CA	HUMAN Behavior Set	\$56.00
546702CA	Life Society Set	\$56.00



Michigan ECPE Official Past Papers

University of Michigan
 Advanced

The University of Michigan has released three official *Final Test* past papers for the **Michigan ECPE (Proficiency Exam)**. The *Student Book* contains a description of the exam and its components, with three official *Preliminary and Final Test* past papers completely updated for the latest exam. The *Answer Book* contains a full key, scoring criteria, sample scored compositions, and full listening tapescripts. The *Cassette* contains three complete *Listening Tests*.

Michigan ECPE Official Past Papers

453362-X	Student Book w/o answers	\$14.95
453361-1	Answer Bookw/Teach Notes	\$12.95
453363-8	Cassette	\$17.50

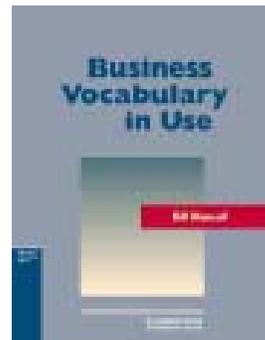
Business Resources

Business Vocabulary in Use

NEW

Bill Mascoll

The ***Business Vocabulary in Use*** titles follow the highly successful format of the Vocabulary in Use series with vocabulary items presented and explained on the left-hand page and a range of practice exercises on the right-hand page. Primarily designed as self-study reference and practice books, they can also be used for classroom work.



Business Vocabulary in Use Elementary focuses on basic business vocabulary with skills units on the vocabulary needed for presentations, telephoning, e-mailing, etc. All books covers a wide variety of up-to-date business topics and concepts including:

- ◆ Work; Time; Numbers; Money; Products and Services, as well as vocabulary needed for Presentations, Telephoning, and E-Mailing (*Business Vocabulary in Use Elementary*).
- ◆ Jobs; People and Organizations; Production; Marketing; Finance and the Economy; and Business Culture (*Business Vocabulary in Use Intermediate to Upper Intermediate*).
- ◆ People and Organizations; Quality; Strategy; Marketing; IT and the Internet; Ethics and Globalization (*Business Vocabulary in Use Advanced*).

Key Features:

- ◆ Clear, Attractive color units.
- ◆ Present and explain new words in context and show learners how to use them.
- ◆ Use authentic texts.
- ◆ Cover both British and American English.
- ◆ Contain comprehensive, learner-friendly answer keys and detailed indexes with phonetic transcriptions.
- ◆ Personalized 'Over to You' section in each unit allows students to apply vocabulary to their own working lives.

606217CA	Beginning Book w/answers	\$20.00
775299CA	Intermed Book w/answers	\$21.00
540704CA	Advanced Book w/answers	\$20.00

Test Your Business Vocabulary in Use

George Bethell, Tricia Aspinall, Joy Godwin, Lyn Strutt

Key Features:

- ◆ 66 tests (*Intermediate to Upper Intermediate level*) and 55 tests (*Advanced level*) based on the key vocabulary highlighted in the parent books.
- ◆ Contain a wide variety of test exercises.
- ◆ Clear marking system on each page so progress can be easily checked.
- ◆ Contain British and American English.
- ◆ Two-color and with illustrations.

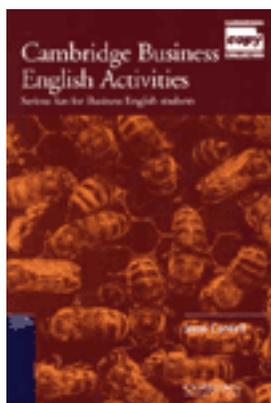
53254XCA	Intermed Book w/answers	\$17.00
611504CA	Advanced Book w/answers	\$15.00

Cambridge Business English Activities

Jane Cordell, Beginning to Intermediate

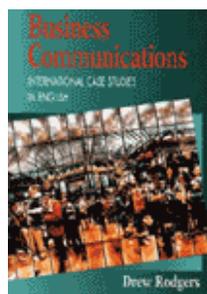
This text is a photocopiable ideas and resource book of games and activities for students of Business English. It offers a variety of pair and group activities to practice the most common functions and language of business, from socializing and eating out to negotiating and marketing.

587344CA	Book	\$41.00
----------	------	---------



Business Communications International Case Studies in English

Drew Rodgers, High Beginning
Concise, current, and practical for international business students in today's global economy, ***Business Communications*** uses the case study method to develop students' general communication and vocabulary skills as well as international business acumen. The text also focuses on information-gathering, problem-solving, and decision-making activities, and includes information on business writing, telephone calls, and electronic communication.



Communications uses the case study method to develop students' general communication and vocabulary skills as well as international business acumen. The text also focuses on information-gathering, problem-solving, and decision-making activities, and includes information on business writing, telephone calls, and electronic communication.

657512CA	Student's Book	\$23.00
657504CA	Teacher Manual	\$ 7.50

Teaching Techniques in English as a Second Language

Series Editors: Russell N. Campbell and William E. Rutherford

A unique series of books especially designed to meet the needs of the busy classroom teacher. Teachers new to the ESL field will rely on these books for practical, step-by-step guidance. Experienced teachers will find new teaching applications for many of the principles they already value, as well as thought-provoking questions to stimulate further exploration. Practical, concrete, linguistically-sound answers to the question of what to do on Monday morning are presented. The authors of each volume in the series are noted authorities in their field and have had years of teaching and teacher-training experience.

Techniques in Teaching Writing

Ann Raimes

Practical procedures for teachers to follow at every stage are outlined, including ways to stimulate students to write through pictures, readings, and discussions, and ways to respond to student writing as a form of communication. ©1983
434131-3 Book \$17.95

Techniques and Resources in Teaching Grammar

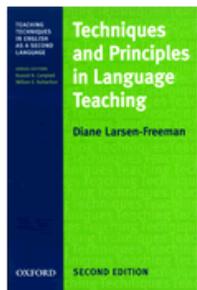
Marianne Celce-Murcia and Sharon L. Hilles

This book is for teachers who are asking whether, when, and how to teach grammar. The first two chapters of the book address general questions of grammar in ESL theory and classroom practice. These are followed by ideas for creative teaching of grammar. Included are specific suggestions for teaching most of the common, beginning-level structures, which are listed separately in a grammar index for easy reference. ©1988
434191-7 Book \$17.95

Techniques in Testing

Harold S. Madsen

Testing in all skill areas is covered. How to write and evaluate tests is clearly explained with numerous examples. Also featured is an appendix describing the most important commercial, proficiency, achievement, and aptitude tests. ©1983
434132-1 Book \$17.95



Techniques and Principles in Language Teaching Second Edition

Diane Larsen-Freeman

The second edition of *Techniques and Principles in Language Teaching* includes a modest updating of all of the methods presented in the first edition with the exception of Chapter 6 which has undergone a substantial revision to reflect the evolution of *Suggestopedia* (1st ed.) to *Desuggestopedia* in this edition. In addition, the Introduction has been expanded and methods that have come into prominence since the first edition of this book have been included. As in the first edition, the author draws the reader into classrooms where various teaching methods and approaches are being used. Readers are encouraged to reflect on their own beliefs and to develop their own approach to language teaching. The book provides practical, step-by-step guidance for new teachers, while introducing more experienced teachers to new approaches and teaching ideas. ©2000
435574-8 Book \$17.95

Techniques and Resources in Teaching Reading

Sandra Silberstein

Appropriate for new and experienced teachers alike, this book answers both theoretical and practical questions on the teaching of reading. The author offers numerous suggestions on how to teach expository prose, non prose reading, fiction, poetry, and songs, as well as advice on how to help students discern opinion from fact. Textbook examples are complemented with a chapter on how teachers can develop their own materials. ©1993
434134-8 Book \$17.95

Techniques in Teaching Vocabulary

Virginia French Allen

This book provides a sound basis for teaching vocabulary, and answers such questions as which English words students need to learn most, and why some words are easier to learn than others. ©1983
434130-5 Book \$17.95

Ordering Information

**All Orders Should be Addressed to:
Caswell & Caswell
3571 Newgate
Troy, MI 48084**

WHEN ORDERING BY PHONE please let us know if a confirming purchase order will be sent. This will help us avoid possible problems with duplicate orders.

To Order Toll Free Call: 1-800-757-7668

To Order by Fax 1-248-646-4359

METHOD OF SHIPMENT will be United Postal Service unless special request is made by the customer or we see a need to ship via another service.

SHIPPING AND HANDLING CHARGES are typically 10% of the total order. There is a \$4.50 minimum charge. Residential customers have a minimum charge of \$5.25

ORDERS FROM INDIVIDUALS should be prepaid. Be sure to include state sales tax.

**ALL CHECKS OR MONEY ORDERS MADE PAYABLE TO:
CASWELL & CASWELL**

ORDERS FROM EDUCATIONAL INSTITUTIONS should include a purchase order number when possible and must be on either official stationary or an official purchase order form.

**CLASSROOM DISCOUNTS ARE AVAILABLE.
PLEASE CALL FOR INFORMATION.**

EXAMINE ALL MATERIALS AS SOON AS RECEIVED! Notify us of damaged or missing items immediately.

ALL RETURNS MUST BE AUTHORIZED BY CASWELL & CASWELL. Permission to return should be requested and authorized in writing. We will not issue credit on unauthorized returns. All returned material must be in perfect, unmarked, saleable condition.

ALL PRICES IN THIS CATALOG are subject to change because of possible producer price changes. We bill at the producer's latest selling price. In case of a sizable increase in price, we will notify prior to shipment for confirmation.

