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**JALT** | Word Engine | My personal coach

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Lexica, an innovative e-learning company located in Tokyo, and the Japan Association of Language Teachers ("JALT"), the most supportive Japan based language teachers' professional organization with about 3,000 members, are pleased to announce the introduction of the JALT Word Engine e-learning service. The JALT Word Engine is a corpus-based assessment and learning program specifically designed to help students rapidly increase their subject-specific lexical comprehension for university entrance exams, TOEIC, TOEFL and more.

Each JALT Word Engine course is based on extensive corpus analysis conducted to identify all of the high-frequency vocabulary words that are required for full comprehension of that subject. Students begin with a free V-Check test to assess their current level of lexical comprehension for each of the five different courses including: Eiken 3, University Center Exam, TOEIC, TOEFL and University Basic English. JALT teachers enjoy free access to a Learning Management System for monitoring comprehension scores and progress over time.

The JALT Word Engine is based on 15 years of primary research conducted by Drs. Brent Culligan and Charles Browne. The Word Engine operates using patented software designed to create PERSONALIZED and EFFICIENT study experiences for each student based on their individual needs. The JALT Word Engine is specifically designed to help students rapidly increase subject comprehension and score higher on standardized English language proficiency tests.

The two main benefits to JALT members are that their students will receive a 10% discount on courses (900 yen instead of 1000 yen) and Lexica will fund vocabulary research grants under the auspices and administration of the JALT executive committee.

As part of the introductory campaign, JALT is offering 50 free Access Codes to each of the first 100 JALT teachers to apply for them.

JALT members may apply for 50 free Access Cards here: [info@lexica.co.jp](mailto:info@lexica.co.jp)  
To apply for JALT membership go here: <http://jalt.org/main/join>