open to learn

PEARSON IN TEN LESSONS

ALWAYS LEARNING

PEARSON

Just because you left school years ago,
doesn't mean your learning days are over.
Just because you live in a remote village,
doesn't mean education has to be inaccessible.
Just because you're good with numbers,
doesn't mean you are one.

Whoever you are, wherever you are,
learning is the best thing you can do to improve yourself.
And the best thing we can do to improve learning is to shape it around you,
to make it work harder for you, to make it fit.

If you thought learning was confined to the classroom, think again.
If you assumed it was always found in a book, open your mind.
It's not simply the business of childhood,
nor is it the property of intellectuals or institutions.
It's living and breathing in every one of us.

We believe in learning.
All kinds of learning for all kinds of people,
delivered in a personal style.
We believe in its power to change lives and open doors,
to break down barriers, build societies, and offer hope and possibility.
Because wherever learning flourishes, so do people.

Collectively different

START OF THE DAY - ASSEMBLY

❊ ❊ ❊

Assembly: a ritual that begins school days all over the world. Getting together is what social creatures do. It reminds us of what's common and what's distinct. It's also a chance to reflect, to see friends, to sing, to play, to celebrate a job well done or talk about the weather.

Our own assembly of talents blends individuals with diverse backgrounds – including educators, journalists, editors, designers, authors, technologists and software engineers – many of them the very best in their fields. We're proud they've chosen our company, and we want it to be a good home. That's why we try to make Pearson a learning company from the inside out. We encourage everyone in Pearson to take charge of their own learning: stretching their talent, working in unfamiliar markets, picking up new skills, volunteering in schools and communities.

We see learning as a very personal enterprise. So no matter how much we share, individuality is essential. As for the weather, there's nothing we can do about that.

Whose dog got the headteacher fired when he escaped during show-and-tell?

1 - Charlie Brown **2** - Chris Griffin **3** - Bart Simpson **4** - Stan Marsh

What are you doing?

LESSON ONE - READING

* * *

Right now, what are you doing?

Chances are you haven't consciously thought about it, now or for a very long time. So mcuh of modren lfie reiles on bneig albe to undsertnad the writetn wrod taht it's esay for us to tkae it for gnrated.

Which French writer said:
"To learn to read is to light a fire;
every syllable that is spelled out is a spark."

1 - Voltaire

2 - Alexandre Dumas

3 - Victor Hugo

4 - Albert Camus

Still, an estimated 774 million adults can't read or write. That's a statistic we want to do something about. We know, of course, that our livelihoods depend on generation after generation of enthusiastic readers. But we also know that without literacy, doors to new worlds and opportunities are slammed shut.

For so many people, the first story they read – or the first read aloud to them – was taken from one of our bookshelves. Our reading programmes – print or digital – are found in classrooms the world over.

We also run projects and campaigns – often through the Pearson Foundation – to encourage reading and promote literacy. In fact, we're the proud record holder for the world's largest shared reading event. Each year, through Read for the Record, millions of children (with their adult helpers) sit down to read classic books like *The Snowy Day* by Ezra Jack Keats. It's the story of a young boy excitedly exploring the wonders of a world changed by snowfall. Which is exactly how learning to read can make you feel.

Are you decent?

LESSON TWO – ETHICS

As well as modern drainage systems, public baths, exquisite sculpture and education, the ancients gave us ethics.

Aristotle was the father of practical ethics, putting decency at the heart of his moral code for life. He was a voracious learner, a teacher of kings and the founder of a school at the Lyceum. We might have given up togas, but the ideas live on.

Our people may not face the same battles for survival, and modern access to education (not to mention drainage) may be much improved; but decency is one quality that is still in demand.

So it was Penguin, for example, that published *Ulysses*, *Lady Chatterley's Lover* and *Lolita*, despite the serious legal and public consequences. And it was the *Financial Times* that set out its stall as long ago as 1888, declaring itself: "The friend of the honest financier, the bona fide investor, the respectable broker, the genuine director, the legitimate speculator. The enemy of the closed stock exchange, the unprincipled promoter, the company wrecker, the guinea pig, the bull, the bear, the gambling operator."

In a world where the pace of change can be relentless, it's reassuring to have standards which are set fast. Unlike togas, decency is still very much in demand.

Who said "Morality is simply the attitude we adopt towards people whom we personally dislike"?

1 - Woody Allen 2 - Bertrand Russell 3 - Oscar Wilde 4 - Winston Churchill

"WITHOUT FEAR & WITHOUT FAVOUR"

Music to your eyes

LESSON THREE - MATHEMATICS

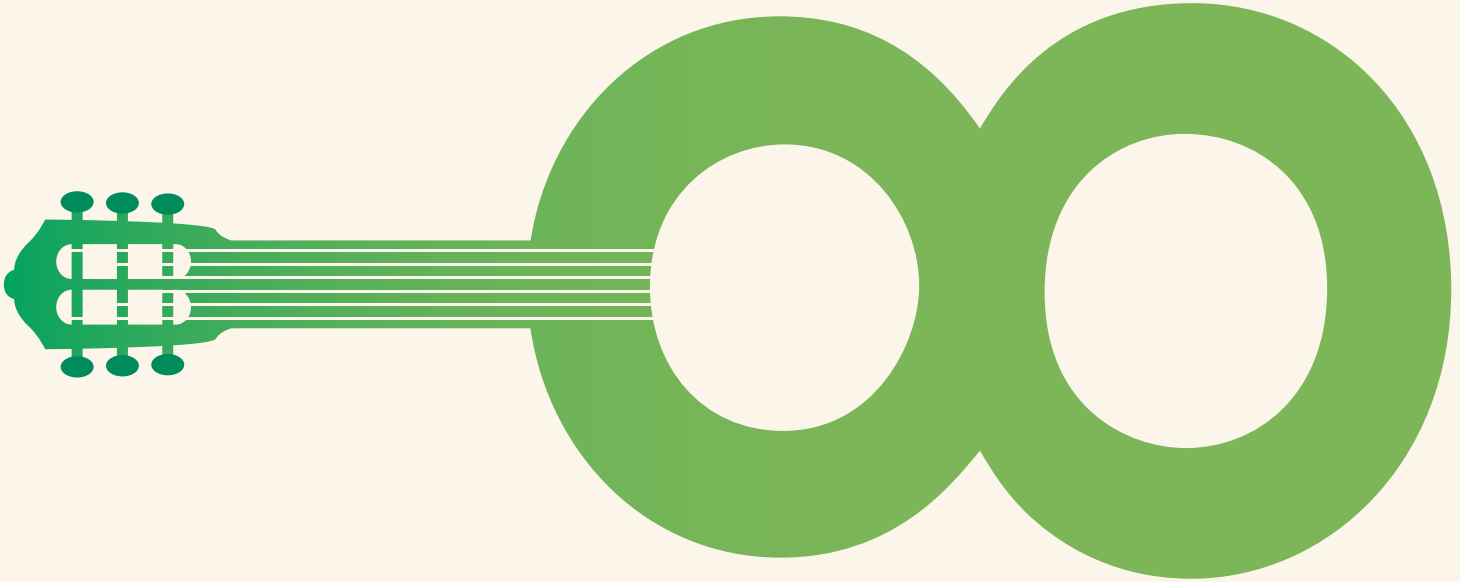
♫ ♬ ♫

French poet Arthur Rimbaud challenged the wisdom of our senses, telling us that vowels have particular colours. Looking with our mind's eye, we can imagine a smell to be red, a musical note to be green, or a texture to be scarlet.

That same leap of imagination has helped millions of learners who otherwise consider mathematics abstract squiggles on the page. Pearson's enVisionMATH turns numbers into pictures, making fractions a piece of cake. A picture, it seems, can tell a thousand numbers.

And it's not just art, it's music too: MyMathLab, an online homework programme, has hit the right note with millions of students in the US and beyond. The MyLab philosophy is simple: it teaches the student through problem-solving and assessment, provides instant feedback, is always accessible online, and cajoles practice that makes perfect.

We're always finding new ways of unlocking the mystery of numbers for learners. And showing them what beautiful music they can make.



One MyMathLab student, Marvin Early from Wisconsin, even penned this rap in satisfaction, set it to music, and posted it on YouTube:

'If you're struggling with your math
and you want to succeed?
Then the Mathlab is the place for you to be.
Yeah M-A-T-H-L-A-B.
It's the MathLab, it will help you achieve.'

It certainly will.

In 530 B.C. which Greek maths whiz noticed that the morning star and evening star were one and the same?

1 - Archimedes 2 - Hero of Alexandria 3 - Euclid 4 - Pythagoras

The business of learning

LESSON FOUR - ECONOMICS

Henry Ford, one of the great businessmen of the 20th Century, once said:

"Whoever stops learning is old, whether 80 or 20."

Like him, we believe learning isn't simply the business of childhood. Consider one of our most iconic brands, the *Financial Times*. Many a CEO, government minister or chief investment officer has learned their trade from the FT's pages and pixels.

Originally a newspaper for the City of London, it's now a trusted source of news and analysis pretty much everywhere that investments are made or business is done. It has also become a digital pioneer, making its brand of business education more widely – and deeply – available than ever before.

And at Pearson, business learning reaches far beyond its pink pages. We create learning programmes for business students and assessments for aspiring MBAs. We develop qualifications and training for all kinds of jobs, from bankers to bricklayers and bouncers. But don't worry, our door policy's fairly lax. In fact, everyone's welcome.

"About the time we can make the ends meet, somebody moves the ends." The words of which American cynic?

1 - Henry Ford 2 - Herbert Hoover 3 - Steven Covey 4 - William Randolph Hearst

Getting to grips with technology

LESSON FIVE - TECHNOLOGY

Teachers make big impressions. Remember Roald Dahl's frightful creation Miss Trunchbull, who bullied the gifted Matilda Wormwood with a riding crop at Crunchem Hall? Let's hope she's a relic of the past. She certainly wouldn't recognise the modern classroom.

There, technology is re-stitching learning into a rich, colourful tapestry. This in turn provides teachers, students and parents with new depths of information and understanding and more personal ways of going about the task.

We want to be in the vanguard of this revolution. For example, nine million college students are currently learning through our eCollege online platform. Wherever they are in the world, so long as they have an internet connection, they can pursue their studies. This makes the benefits of education available to so many students who can't get to a school building to learn.

But no technology, however sophisticated, can come close to the impact of a great teacher. Like Miss Honey, who understands Matilda and inspires the very best in her. We're right behind the Miss Honeys of this world, the ones who really believe in the magic of teaching.

Which domain holds the record for the most expensive ever sold, fetching $16 million in 2009?

1 - beer.com 2 - insure.com 3 - business.com 4 - toy.com

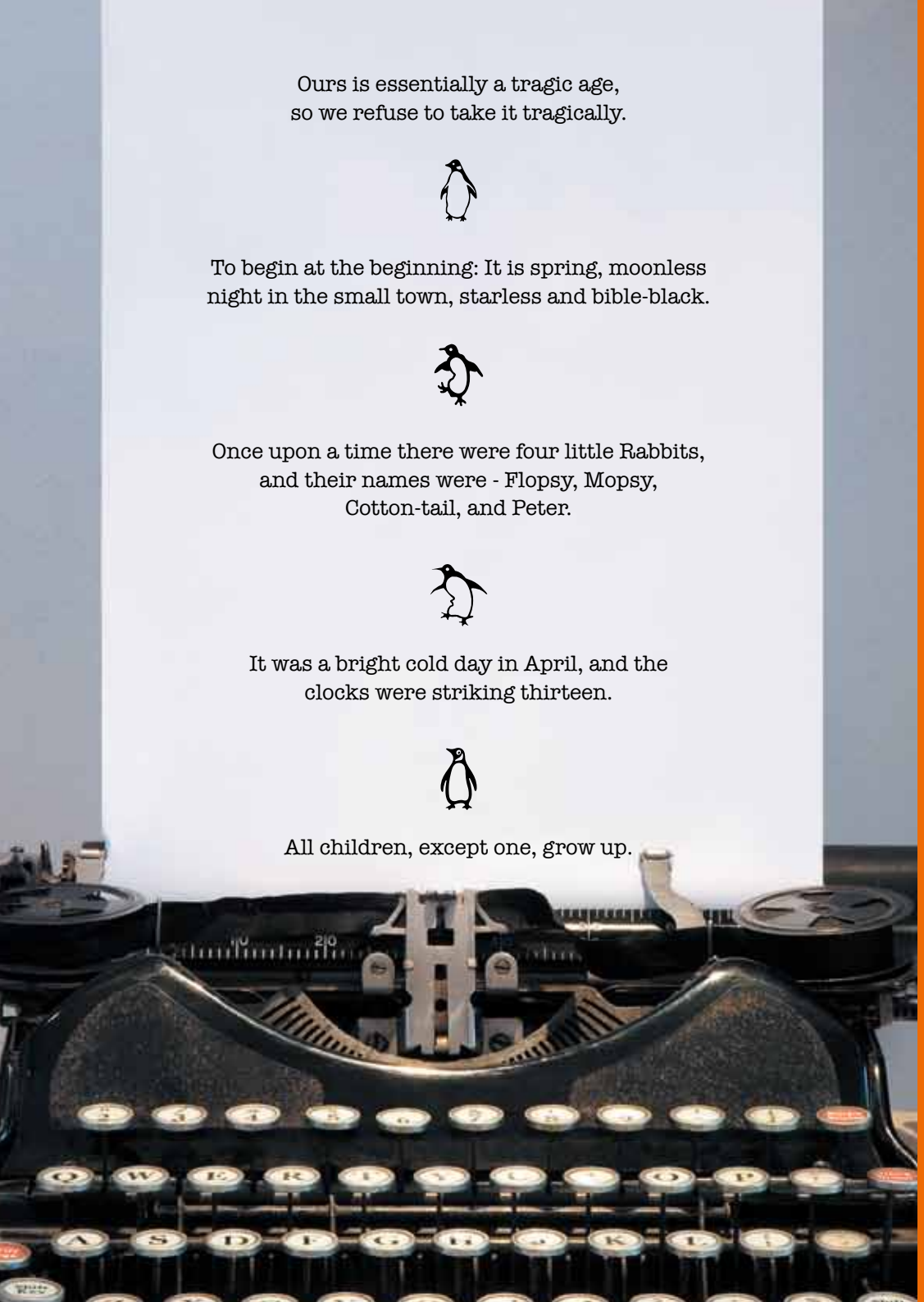
Ours is essentially a tragic age,
so we refuse to take it tragically.

To begin at the beginning: It is spring, moonless night in the small town, starless and bible-black.

Once upon a time there were four little Rabbits, and their names were - Flopsy, Mopsy, Cotton-tail, and Peter.

It was a bright cold day in April, and the clocks were striking thirteen.

All children, except one, grow up.



Fires in the mind

LESSON SIX - LITERATURE

As long as there have been books, there have been people who are afraid of them. As soon as papyrus was introduced in the 3rd Century BC, book burning began.

Why? Because something wondrous happens when a story is set down in writing. It comes to life whenever someone looks at it. It shifts and grows, becoming something new and different each time. Universes blaze into existence in the blink of an eye.

Books put ideas into your head. The written word plays with your imagination, makes you think, lets you travel new worlds and helps you make sense of this one. It lights fires in the mind. There's nothing quite so potent. As American poet John Ciardi put it, "The public library is the most dangerous place in town."

So whether our children (and their children) read their books on screens or paper, or the inside of their eyelids (well, it could happen) is immaterial. The purity and power of the written word is eternal. Whatever the format, there's life in the old book yet.

Name the authors of the first lines on the facing page.

E.M. Forster J.M. Barrie Ted Hughes D.H. Lawrence George Orwell
A.A. Milne Graham Greene Beatrix Potter E. Nesbit Dylan Thomas

A conversation, not a monologue

LESSON SEVEN - MODERN LANGUAGES

A B C

Now here's something to chirp about. Over 300 million people are learning English in China – approaching the number of native English speakers worldwide. Our 64 language centres and online courses help students to access better jobs and opportunities.

It's the same story in 25 other countries where we have English language schools for people of all ages. And our famous Longman ship continues to navigate the globe, an intrepid symbol of effective English teaching and learning.

By the way, how is your Mandarin?

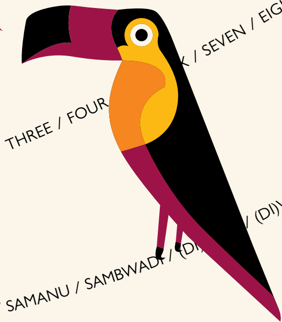
我的英文并不是很差

While English might be our first language, we're at home in many more.

Take Angola, a country of rich linguistic diversity where children were growing up without access to learning materials in the languages they spoke at home. That's something that most of us take for granted. So we've started publishing school books in seven national languages, and they're now available to more than one million children.

Penguin, the most famous global publishing brand, seeks out the best local authors and helps them find a national and international audience. It's a powerful form of cultural exchange. And the Penguin Classics, that treasury of the best books ever written, can now be relished in Portuguese, Korean, Mandarin and Arabic.

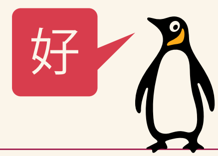
Understanding is the basis and the object of any good conversation, wouldn't you agree?



MANDARIN - 一 / 二 / 三 / 四 / 五 / 六 / 七 / 八 / 九 / 一 / 二 / 三 / 四 / 五 / 六 / 七 / 八 / 九 / 一 / 二 / 三 / 四 / 五 / 六 / 七 / 八 / 九 / 一 / 二 / 三 / 四 / 五 / 六 / 七 / 八 / 九 / 一 / 二 / 三 / 四 / 五 / 六 / 七 / 八 / 九 / 一 / 二 / 三 / 四 / 五 / 六 / 七 / 八 / 九

KIMBUNDU - MOXI / YADI / TATU / WANA / TANU / SAMANU / SAMBWADI / (DI)NAKE / (DI)VWA / (DI)KWINYI / MOXI / YADI / TATU / WANA / TANU / SAMANU / SAMBWADI / (DI)NAKE / (DI)VWA / (DI)KWINYI / MOXI / YADI / TATU / WANA / TANU / SAMANU / SAMBWADI / (DI)VWA / (DI)KWINYI

ENGLISH - ONE / TWO / THREE / FOUR / FIVE / SIX / SEVEN / EIGHT / NINE / TEN / ONE / TWO / THREE / FOUR / FIVE / SIX / SEVEN / EIGHT / NINE / TEN / ONE / TWO / THREE / FOUR / FIVE / SIX / SEVEN / EIGHT / NINE / TEN / ONE / TWO / THREE / FOUR / SEVEN / EIGHT / NINE / TEN



Which is the most spoken language in the world?

1 - English 2 - Spanish 3 - Mandarin 4 - Arabic

A question of character

LESSON EIGHT - CAREERS

\+ + +

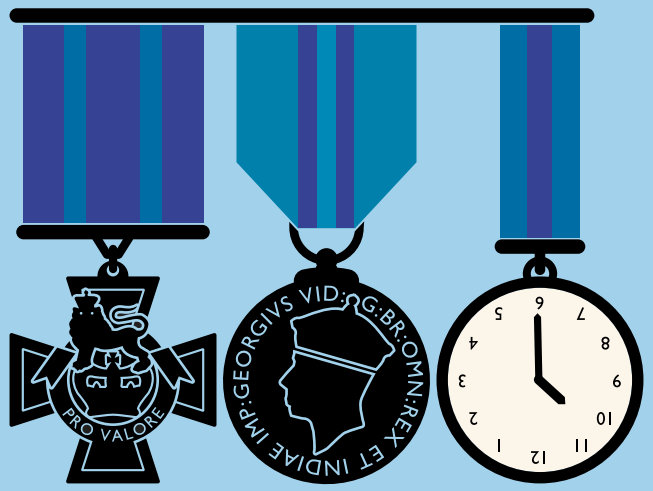
Odd thing, bravery. It's revered across cultures. Statues are built, medals pinned, and legends spun to immortalise the deeds of the courageous.

We think true bravery is rare as orchids, but for many it's as ordinary as putting on shoes. Consider nurses. Their skills and courage are tested in the most delicate, stressful and often gruesome situations. But they persist every day, without stopping to ask where their statue is.

We stand behind those nurses. We make the books and online courses that they learn from, and we provide the tests that they take to show they're ready to serve and to save.

And in our own small way, we've tried to make their lesson of courage a part of our company. That might mean being brave enough to publish a controversial story, to resist censorship, or to stand behind an author.

Not much compared with what a nurse does every day. But, just like learning, bravery takes many forms.



Who did Grace Poole nurse in Jane Eyre?

1 - Mrs Reed, as she lay dying. 2 - Mr Rochester, after he was blinded.

3 - Helen Burns, after she contracted consumption.

4 - Bertha Mason, Mr Rochester's first wife.

Journeys of the mind

LESSON NINE - GEOGRAPHY

North America

Learning can escape the classroom, just as travelling can begin at home. Kids do both with Poptropica, a virtual world that develops problem-solving skills through gaming. 10 million play monthly, and the game connects American kids with peers in 70 countries worldwide. In fact, North America is the source of many learning technologies that have become international brands. They include eCollege for online learning; PowerSchool for school administration; and the MyLabs for online homework and assessment.

Brazil

Brazil is famous for many things: rainforests, Carnival, and... education? With 56 million students, it has one of the world's largest and fastest-growing education markets. With local pioneer SEB, we deliver innovative materials and learning technologies across this beautiful, enthralling country. A carnival every day.

Nigeria

In Africa's most populous country some 35 million people are in full-time education. Already Nigeria's leading publisher in education, we're widening our reach to include testing, teacher training and new learning technologies.

Greece

Fancy a journey to Happiness? Or the Galaxy? Take a Rough Guide. Dreamed up by Mark Ellingham after a trip to Greece in 1981, the series changed the face of travel writing. They inspired many imitators and cover most destinations in our solar system. The Rough Guides' hallmark warmth and insider knowledge now extends to subjects like the iPad and charitable giving.

China

More than 300 million Chinese are learning English. With 64 centres nationwide and tens of thousands studying at Wall Street English, Pearson is the leading provider of adult English lessons in China. We also run a pioneering mobile phone-driven English course through partner Mobiledu.

India

The world's second most populous country is enjoying a publishing and education boom. The market leader for more than two decades, Penguin India is home to world-famous writers and editors; our education company supports teachers and students in all kinds of schools and we prepare and certify professionals for new jobs every day. We even use the web to connect Indian tutors with students all over the world, who might be scratching their heads over their homework this very minute.

South Africa

32 million children in Sub-Saharan Africa receive no schooling. 1.6 million new teachers would be needed to meet the region's commitment to universal primary education. No company could make a dent in those numbers alone. But our colleagues there are making a contribution, publishing learning materials in all 12 official languages, training teachers, investing in new schools and launching a thriving charitable foundation.

Afghanistan

Greg Mortenson is a hero to Pearson. His book *Three Cups of Tea* is his account of a real-life quest to build and open schools in remote parts of Afghanistan and Pakistan, an inspiring adventure story that is proudly published by Penguin. So we're there in spirit and in word.

What is the (approximate) circumference of the earth?

1 - 12,000 miles 2 - 18,000 miles 3 - 25,000 miles 4 - 30,000 miles

Memory serves us well

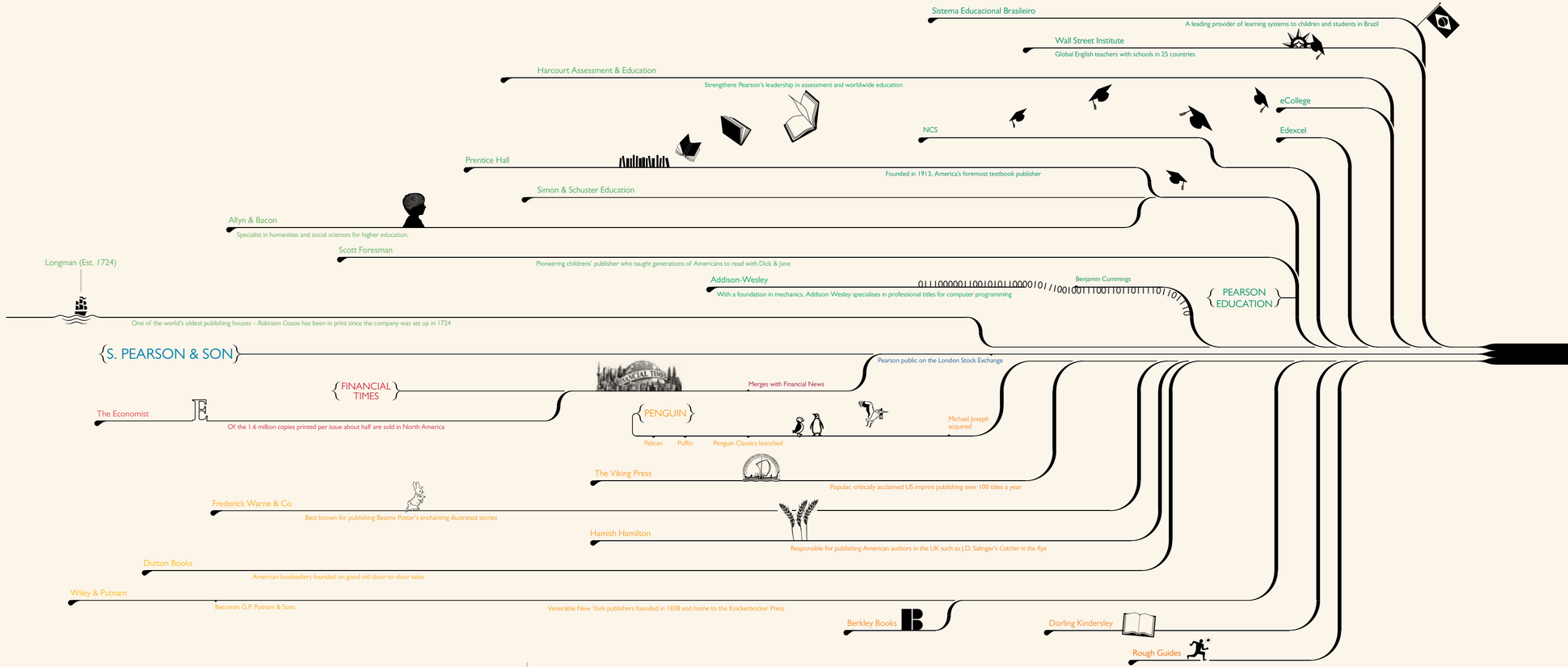
LESSON TEN - HISTORY

How is it that we forget some things, but remember others vividly? Memory is the essence of who we are, and it helps us learn to be who we want to be.

At Pearson we have a lot to look back on. We can trace our oldest brand back almost 300 years, in fact. We hope that remembering where we've come from helps us keep learning and developing, while helping people all over the world do the same.

Which US President remarked that 'the ballot is stronger than the bullet'?

1 - George Washington 2 - Abraham Lincoln 3 - Thomas Jefferson 4 - Ulysses S Grant



A little learning

HOMEWORK

★ ★ ★

A little over a decade ago, we set out to make Pearson a learning company.

We've made some progress along the way. But whatever we've accomplished, we recognise the wisdom in Alexander Pope's observation, "A little learning is a dangerous thing".

So we can't stop at a little. There's still so much to do. Tens of millions of children worldwide still don't even have the chance to go to school. Many more students fall behind or drop out completely, as adults languish without the skills to realise their dreams. Our goal is to reach these people, and to help them reach their potential ... to make more of their lives through learning.

Pearson is still a publishing company, but we are changing all the time. We are now one of the world's leading digital information companies, with hundreds of millions of people logging on every day.

We are as interested in helping people learn outside school as inside; from basic education to workable skills. And like our customers, we've found that the learning itself can be as valuable and enjoyable as the knowledge it gives us.

So, wherever we see Pearson, that's why we remind ourselves that we are – and we hope to help others to be – always learning.

Marjorie Scardino, chief executive

A test

EXAMS

☐ ☑ ☐

On every page of this book, we asked you a question (you'll find the answers below).

That's because we believe that frequent, informal testing should be an integral part of learning. That the very best teachers constantly assess each child, diagnose any problems and figure out how to move them along.

We're working to provide powerful tools to help them do that, to make testing – and the rich information it can provide about each child – part of a virtuous circle of effective learning.

THE ANSWERS

ASSEMBLY
Bart Simpson

LESSON ONE - READING
Victor Hugo

LESSON TWO - ETHICS
Oscar Wilde

LESSON THREE - MATHEMATICS
Pythagoras

LESSON FOUR - ECONOMICS
Herbert Hoover

LESSON FIVE - TECHNOLOGY
insure.com

LESSON SIX - LITERATURE
D.H. Lawrence (*Lady Chatterly's Lover*)
Dylan Thomas (*Under Milk Wood*)
Beatrix Potter (*The Tale of Peter Rabbit*)
George Orwell (*1984*)
J.M. Barrie (*Peter Pan*)

LESSON SEVEN - MODERN LANGUAGES
Mandarin

LESSON EIGHT - CAREERS
Bertha Mason, Mr Rochester's First Wife

LESSON NINE - GEOGRAPHY
25,000 miles

LESSON 10 - HISTORY
Abraham Lincoln

ALWAYS
LEARNING