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Friday January 12, 2007

Cell Phones Boost English Studies

Kim Tae-gyu



KTF subscribers study for the TOEIC English proficiency test using programs provided on a cell phone at a library in Seoul, Monday. /Courtesy of KTF

Job seekers and high-school students in Korea have good news--they can study the Test of English for International Communication (TOEIC) and essay exams conveniently through their cell phones. KTF, Korea's second-largest wireless operator, Monday started providing educational content regarding TOEIC and essay exams.

"Under a business alliance with the online English education site Hackers (www.hackers.co.kr), we offer a flurry of content related to TOEIC or TOEFL (Test of English as a Foreign Language)," KTF official Kim Da-ru said.

"The monthly rate is just 3,500 won. In addition, video footage on essay exams will be available at 4,000 won a month," Kim said.

TOEIC is the most common English ability test in Korea with about 1.9 million taking the monthly exam every year.

Essay exams are widely used by most of the nation's prestigious universities to screen successful candidates who want to study there.

"Besides the monthly fees, no other charges will be levied for the services. Even the connectivity to the mobile Internet will be free," Kim said. "This is not about making money but about boosting educational content on cell phones, instead of obscene material that inundates handsets."

Those who want to subscribe to the services are required to get access to KTF MagicN on their cell phones and download software from the education entry.

KTF also provides educational materials specific for children with cell phones like easy Korean or English study programs at 5,000 won a month in cooperation with an Internet site [SayHiKids](#).

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