

VinoLingua Website

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Introduction

Today being online with a website is a must for every activity, it doesn't matter if it's a business-related, governmental, educational or any other sort of activity. The society expects that there is some sort of information on the internet.

For VinoLingua the website is a central part in the communication strategy. With Web 2.0 the website becomes an interactive communication platform through which the project can get in touch with the project target groups, the wine industry in general, wine lovers and any other people who are interested in this topic. It should become a reference when it comes to foreign language learning within the wine industry

Joomla - our website software

The VinoLingua Website uses the open source software "Joomla" which is a "Content management System (CMS)". Joomla-built websites have the big advantage that they can grow according to the users' needs. There are hundreds of components, modules and plugins available which cover almost every need a webmaster can think of.

Joomla is designed to be a multilingual platform. If new languages have to be implemented that's no problem with this system.

Apart from the adaptability of the website security is another important issue. The open source community is constantly improving the software, solving security problems and protecting the system from new threats by creating regular security updates.

Joomla allows that the content of the website is managed by the VinoLingua partners themselves.

Architecture of the website

The VinoLingua Website is divided into three different areas:

1. Public area

The visitor can visit all the pages which are accessible to everybody.

2. Registered area

The visitor has to be registered to get into this area. There are certain documents and an online exercise component available.

3. Internal area for VinoLingua project partners only.

Only project partners can enter to this restricted area. There are a lot of internal projects documents as well as relevant information available.

Web site layout

It's a traditional layout with a main menu on the top which is usable for all web users whereas the menu on left appears only if the user is registered or it is a project partner. The site comes in five languages English, German, French, Italian and Spanish. However, not all the texts are translated into all five languages.

Downloads

A modern web site should offer its visitors documents about the topic of the site, they can download provided they are interested. There are a lot of downloadable documents available in the public area like promotional materials and project related documents in the "download" sector. Press related documents as well as radio podcasts in the "press" sector and presentations about the Vinolingua project made by the project partners in different languages in the "event" sector.

In the internal area a further material is available for downloading.

Special features

Online exercises

In the registered area are online exercises for the learners which represent additional learning material for each course book. The learner can test his/her knowledge in an interesting and enjoyable way because there are a whole set of different question formats:

Multiple choice	Multiple Response
True/False	Matching Drag&Drop
Matching Drop-Down	Fill in the blank
Hotspot	Multiple question
Video / Audio	

The user gets feedback about the results from the platform and to get on to the next level a pass mark of 80% of the questions is needed.

Planned Features

In order to make the Vinolingua website more attractive for our learners three new features are going to be implemented soon.

Forum

A forum is a great meeting place for people with similar interests. There should be the following forum areas where the people can ask questions and get answers: vineyards, winery, elaboration, sales and marketing, customers, wine tasting and other. The forum has to be supervised.

Platform for e-tandem

On this platform two learners meet, one wants to learn the language of the other and vice versa. They have contact for example via email, skype, telephone, whatsapp, etc.. They communicate for a certain time in one language then in the other about wine related topics, they decide on.

Web shop

According to various surveys the usage of downloadable digital products have grown dramatically in the last two years. The primary example is the eBook.

VinoLingua strategy takes into account this development. That's why it's planned to offer certain digital products (additional learning materials) on the website liable to cost. For that we need a fully working web shop which can be implemented into the existing website.