

ECB RECALLS MODEL 2014 TEXTBOOKS!

- **ECB is recalling approximately 1.1 million volumes in Israel and other Middle Eastern countries following complaints of defective parts of speech, reading and listening as well as lexical glitches and appendices that ruptured upon impact. Models affected include the 2014 *Imagine*, all *Focus* models published since 2011, as well as a number of graded readers.**
- **The problems may make the textbooks difficult to skim, especially at lower speeds.** In extreme cases, they could cause sudden vowel shifts, leading to engine as well as final exam failure.

RA'ANANA ISRAEL, ECB, the ELT teaching-material colossus—is recalling an estimated 1.1 million volumes — for issues of skimming, scanning and an alarming number of lexical inaccuracies--- including the widely popular **Imagine** and **Focus** models, according to a statement from grim-faced CEO MS Ingrid Gay released this morning.

Problems with the torque sensor in the text columns of the affected Imagines and Focuses may result in a loss of text coverage and a sharp increase in reading errors while . . .reading.

At the same time, a drop in lexical accuracy could have serious effects during social interaction; for example, an intimate situation could be compromised by an improper interjection.

In both cases, the reading system defaults to word—by- word analysis. "There won't be any chunking; "comments Elly-7 Barkon; "There won't be any use of strategies, no evaluation of



coherence and cohesiveness. In a word **family**, students will approach a 21st century text with tools from the 1960's."

As a result, the reading passages will be much more difficult to analyze, especially at low speeds of 20-35 WPM.

A senior ECB official admitted that he could not recall such a serious breakdown, let alone every faulty textbook. "There hasn't been anything like this since they withdrew the whole language approach.

Rivka Plus runs a close-knit family publishing company. Speaking from behind the purple door, she lashed out at the publishing monolith: "The effect of sudden reading strategy breakdown could be disastrous during exams, especially with students suffering from reading difficulties. They are tense, They aren't allowed to go to the bathroom. They start to panic.

It is inevitable that there are going to be accidents. It's not just ECB. Why do you think they call UPP UPP? "

Leosel Nader, the long-time critic of the language teaching industry, has much harsher lexical items for the publishing empire, "They publish new textbooks every year. They make a fortune, but we pay the price and the price is in both fluency and accuracy." The publishing magnets repel these attacks, blaming the ever-changing demands of the ever-- changing ministry, but Nader is insistent, claiming--

"These books are unsafe at any reading speed."

/Staff writers Amir Trifle and Lois Packty,

As reported to Barry Silverberg, November, 2014