

10-4: the language game
outline of a new cross-media format for a new century

Author

Roberto Lofaro, roberto.lofaro@GettingAroundTheWorld.net
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Why

Learning a language is often boring.

And more often based on plenty of rote-learning.

But there is another way.

10-4 is the Citizen Band (CB) code for "understood".

But it means also... 10 stories for... how long you want

What is 10-4

It is a creative learning game, that can be played online, on a board, on TV, via e-mail.

You have to use 10 verbs to create each story, following simple rules, including voting.

Specific details on the format are available on request, upon signing a Non Disclosure Agreement.

The opportunity

Learning a language is one of the most vibrant industries, a need that is recession proof.

10-4 can be the future of Reality TV: no more stupid games- but learning languages.

By adding the board game, a Massive Multiplier Online Community, voting via mobile and other means, books, etc, **10-4** will allow multiple revenue streams.

Used in a self-learning environment, the **10-4** approach can create a memorable learning experience at a fraction of the cost of normal learning.

And by using spelling checkers and other future advances in computer software, it will allow to open the doors to online language self-learning.

The showcase

The first application and sampling will be online at www.10-4-20.com

It will be called **10-4-20**, and will last 20 weeks, using a book containing 200 verbs in Dutch.

Each week, a new short story will be published, and the list for the next week will be added.

Visitors will be invited to comment on mistakes, and the author will then close the discussion with a description of the mistakes, the amended version, and references to an online grammar.