

**IATEFL Materials Writing SIG &  
Oxford Brookes University**

# **Materials Writing: Opportunities & Challenges**

**22-23 June 2018**

Harcourt Hill campus, Oxford Brookes University

**MaW SIG**  
Materials Writing Special Interest Group

**OXFORD  
BROOKES  
UNIVERSITY**

# Conference Programme

## Contents

**Travel and other useful information**

**Schedule**

**Session abstracts**

**Sponsors and raffle prizes**

**More about MaWSIG**

## Welcome from MaWSIG Coordinator, Aleksandra Popovski

Dear Delegates,

IATEFL MaWSIG is excited to have joined up with Oxford Brookes University to bring you a professional development event that will provide you with the opportunity to discuss the conference theme ‘Materials Writing: Opportunities & Challenges’ with other ELT professionals enthusiastic about creating excellent materials. No matter whether you’re just starting out with making materials for your own classes, or have years of experience writing professionally, we have some great talks and workshops lined up for you, and plenty of opportunities for you to network and get to know new colleagues. We hope you enjoy your time in Oxford and that you will head home motivated and ready for a summer of writing new materials!

***Alex***



## Travel and other useful information

Address: [Oxford Brookes University, Harcourt Hill Campus, Oxford, OX2 9AT](#)

### Arriving by car

From the city centre drive out of Oxford on the Botley Road. Continue past Harcourt Tower, under the A34 flyover. At the traffic lights, just beyond bridge, turn left into Westminster Way. Continue for half a mile, bearing right (up Harcourt Hill), just before the road rejoins the A34 northbound slip road.

Motorists coming from the A34 southbound should come off at the Botley Interchange; take first exit (to Botley and Oxford). Turn right at the first set of traffic lights, then left at the next into Westminster Way. Continue for half a mile, bearing right (up Harcourt Hill) just before the road rejoins the A34 northbound slip road.

Motorists travelling northbound on the A34 should leave at the junction signposted 'Harcourt Hill Campus'. Immediately after leaving the A34 you will take a sharp turn left signposted 'Harcourt Hill, Westminster College'. The campus is at the top of the hill on your right.

From Swindon, A420, drive towards Oxford until you reach the Botley Interchange roundabout. Take the second exit (to Botley and Oxford). Turn right at the first set of traffic lights, then left at the next into Westminster Way. Continue for half a mile, bearing right (up Harcourt Hill), just before the road rejoins the A34 northbound slip road.

### Arriving by public transport

The Oxford Bus Company **U1BROOKESbus** links the three campuses of Oxford Brookes University. This service also stops on the main road just outside the main Thornhill and Seacourt Park and Rides. The Seacourt Park and Ride is a 5/10-minute bus journey from the Harcourt campus.

Oxford Bus Company and Stagecoach are the city's main bus operators and provide services within Oxford as well as offering connections to London, Heathrow, Gatwick, and the rest of Oxfordshire.

Further details on Park and Ride services and locations as well as the services offered by Stagecoach and Oxford Bus Company buses can be found in the links below.

<https://www.oxfordshire.gov.uk/cms/public-site/park-and-ride>

<https://bustimes.org.uk/operators/SCOX>

<https://www.oxfordbus.co.uk/>

### Other useful information

**Nearest Accident & Emergency:** John Radcliffe Hospital, Headley Way, Headington, Oxford OX3 9DU

**Nearest cashpoints/ATMs:** [Barclays and Clydesdale Banks on West Way](#), Cumnor Hill

## Schedule

Friday 22nd June

Time	Room	Session
From 4.15 pm	BG26	Registration opens
4.45 – 5.00 pm	BG26	Opening ceremony
5.00 – 5.45 pm	BG26	Plenary: Michael Kedward <b>Putting communication at the heart of teaching and learning</b>
5.50 – 6.55 pm	BG26	Break-away discussions
From 7.00 pm	Glasgow	Networking dinner with street food buffet and drinks

## Schedule

Saturday 23rd June

Time	Room	Session
From 9.00 am	BG26	Registration
	Glasgow	Welcome coffee
9.30 – 10.15 am	BG25	Plenary: Fiona Mauchline <b>Not rocket science, but brain science: designing materials for teens and adults</b>
10.20 – 11.00 am Parallel sessions	BG25	Julie Moore <b>Sticking to your lexical guns: 4 principles for writing vocabulary materials</b>
	BG26	Jane Spiro <b>Developing materials writing mastery</b>
11.05 – 11.30 am	Glasgow	Coffee break (kindly sponsored by the Society for Editors and Proofreaders)
11.30 am – 12.45 pm Parallel sessions	BG25	Tania Pattison <b>Effective worksheets for EAP reading classes</b>
	BG26	<b>A&amp;Q with plenary speaker Fiona Mauchline</b>
12.45 – 1.45 pm	Glasgow	Networking lunch
1.45 – 3.00 pm	BG25	Johanna Stirling <b>Are teaching materials too testing?</b>
3.05 – 3.45 pm Parallel sessions	BG25	Clare Maas <b>How can research inform our ELT materials writing?</b>
	BG26	Jennifer Dobson & Michelle Worgan <b>Giving up the day job – a double-edged sword</b>
3.45 – 4.15 pm	Glasgow	Coffee break
4.15 – 5.30 pm	BG 25	Jon Hird <b>Adapting texts for ELT: intuition, analysis and authenticity</b>
5.40 – 6.00 pm	Glasgow	Closing ceremony and raffle

## Session abstracts

### Friday 22nd June



#### Plenary session by Michael Kedward (OUP)

##### ***Putting communication at the heart of teaching and learning***

What goes on in a busy publishing organisation? What is involved in developing a new idea from a basic concept to a fully-fledged course for learners of English? Who are the main players and what questions need to be considered? How are high-level features decided on? Why is a P&L important? Who is consulted? And what goes on at first, second and third page proofs? In this talk, we will examine the main issues, opportunities and challenges facing the development of new ELT courses and the role which communication between writers, reviewers and the in-house team all play.

### Saturday 23rd June



#### Plenary session by Fiona Mauchline (freelance)

##### ***Not rocket science, but brain science: designing materials for teens and adults***

In the last 15 years or so, the use of MRI scans in research has led to a rapid increase in the amount of information we have on the workings of the human brain. How much do you know about how the brain (and the mind) works, and how does it influence what you write? And why should materials for teens be approached differently from materials for adults? This morning plenary will start your day with a min(d) of information related to the brain, and a look at some of the challenges and opportunities this new 'brain knowledge' presents us with to create engaging, motivating, efficient and memorable materials.

## Saturday 23rd June (continued)

**10.20 – 11.00 am**      **BG 25**                      **Julie Moore**

### ***Sticking to your lexical guns: 4 principles for writing vocabulary materials***

In this session, I'll set out four key principles I try to stick to when writing vocabulary materials, even when I'm faced with a restrictive brief on a publisher-led project. I'll share some of the arguments I put forward to convince under-pressure editors, and some of the stealth tactics I use to sneak things in under the radar.

**10.20 – 11.00 am**      **BG26**                      **Jane Spiro**

### ***Developing materials writing mastery***

This talk will look at conflicting demands and expectations as teachers make the leap into materials writing and at the same time into MA-level mastery. What is the difference between the demands of a publisher and the demands of a university MA education, and how can these two audiences guide teachers towards mastery of materials writing skills?

**11.30 am – 12.45 pm** **BG25**                      **Tania Pattison**

**WORKSHOP**

### ***Effective worksheets for EAP reading classes***

This session is for EAP teachers who enjoy writing materials to accompany authentic texts. We will look at a sample teacher-created handout for an EAP reading class and discuss ways in which it could be improved, particularly through instruction in critical reading skills. Participants will receive a sample worksheet they can use as a model for their own materials writing.

**11.30 am – 12.45 pm** **BG26**                      **Fiona Mauchline**

### ***Challenges or Opportunities? An A&Q and Networking Session***

This is your opportunity to discuss some of the issues encountered when writing, and to share ideas with others. I will answer any questions you may have about my morning plenary, and will then open the room to participants to talk about 'the good, the bad and the ugly' of materials writing. Come along, meet new people, share your thoughts, grab ideas.

**1.45 – 3.00 pm**                      **BG25**                      **Johanna Stirling**

**WORKSHOP**

### ***Are teaching materials too testing?***

In this workshop we'll look at some differences between practice materials and testing materials. We'll explore some creative and principled ideas for writing material that moves learning forward rather than just assessing current knowledge. We'll experiment with some alternatives to comprehension questions, gapfills and other traditional activities.

**3.05 – 3.45 pm**                      **BG25**                      **Clare Maas**

***How can research inform our ELT materials writing?***

In this talk I'll give accessible advice for developing successful materials based on insights from research into language-learning mechanisms, and show how we can engage with and in relevant research when creating ELT materials for our own classrooms or publication.

**3.05 – 3.45 pm**                      **BG26**                      **Jennifer Dobson & Michelle Worgan**

***Giving up the day job – a double-edged sword***

From two different perspectives, those of a full and part-time freelancer, we explore the reasons for our work-life choices. We'll give practical advice about the nitty-gritty of ELT materials writing, such as finding work, finances, contracts, and the qualities needed to be a successful freelance writer, whether you decide, or not, to give up the day job.

**4.15 – 5.30 pm**                      **BG25**                      **Jon Hird**                      **WORKSHOP**

***Adapting texts for ELT: intuition, analysis and authenticity***

As ELT writers, we tend to adapt texts intuitively and instinctively. But to what extent are the linguistic and genre features of the original text retained and thus how much 'authenticity' is retained? And how much authenticity is actually required? In this workshop, we will consider this, and along the way compare an original text and its adapted ELT course book version.

## **Come and say hello!**

We've planned in plenty of time for networking and meeting new colleagues. If you're here on your own and would like a friendly face to talk to, come and say hello to one of the MaWSIG committee members.

## Sponsors and raffle prizes

We are grateful to all of our sponsors for their kind support of this event:

Delegate bags and stationery provided by Express Publishing

[www.expresspublishing.co.uk](http://www.expresspublishing.co.uk)



# Express Publishing

Delegate lanyards provided by Cengage

<https://www.cengage.co.uk/>



Coffee breaks sponsored by the Society for Proofreaders and Editors

<https://www.sfep.org.uk/>



Delegate badges and certificates provided by IATEFL

<https://www.iatefl.org/>



**And many thanks to everyone who donated raffle prizes:**

**1st Prize donated by the Society for Proofreaders and Editors**

A complete set of eight SfEP editing guides, in paper or electronic form, worth £96! This includes guides on: Going Solo; Marketing Yourself; Pricing a Project; Editor and Client.



If you don't win, you can find out more and buy a copy of each guide at <https://www.sfep.org.uk/resources/guides>

**2nd Prize donated by the International teacher Development Institute**

International Teacher Development Institute



A voucher for the online course "Creating ELT Materials" with Kath Bilsborough, worth £75!

This is the 'Certificate of Achievement' package, including the online course itself, access to recordings, handouts, private community, and instructor evaluation of your materials!

If you don't win, you can find out more about iTDi courses at <https://itdi.pro/itdihome/>

**3rd Prize donated by Norwich Institute for Language Education:**

A £50 voucher towards one of their teacher development courses, for example "Materials Development for Language Education".



If you don't win, you can find out more about NILE's courses at <https://www.nile-elt.com/>

**Other prizes include:**

- A copy of *ETpedia Materials Writing* donated by co-author John Hughes. Find out more about the ETPedia series at <https://www.myetpedia.com/home>
- Copies of *Folio* magazine published by MATSDA, the Materials Development Association. Find out more at <https://www.matsda.org/>
- Gift hampers donated by the Norwich Institute for Language Education.
- "How to Write Excellent ELT Materials" compendiums, donated by ELT Teacher2Writer. Find out more about ELT T2W at <http://www.elteacher2writer.co.uk/>



## The IATEFL Materials Writing Special Interest Group is for:

- teachers who create their own classroom materials
- aspiring writers who would like to get their work published
- published authors
- ELT editors, publishers and designers.

Join us

## MaWSIG aims to:

- share and promote best practice in ELT materials writing
- offer professional development to writers and editors
- connect our members with other writers and publishers.

Shape the future of  
ELT materials writing



Join us at: [mawsig.iatefl.org](http://mawsig.iatefl.org)

## Member benefits

- Meetups: regular face-to-face networking and social events.
- Newsletter: lively monthly blogs at [mawsig.iatefl.org](http://mawsig.iatefl.org). Members receive an ebook collection of each year's blogs with additional content.
- Face-to-face and online conferences: discussion and workshops on the important topics in ELT materials writing.
- Members-only Facebook group: a highly engaged community of writers, teachers and publishers sharing ideas and best practice.

Join us