

8TH

SATURDAY
JUNE
2013

www.theimageconference.org



the
image
CONFERENCE

FILM, VIDEO, IMAGES AND GAMING
IN ENGLISH LANGUAGE TEACHING

 CASA CONVELESCÈNCIA
UAB - Hospital Santa Creu i Sant Pau

LTSIG

IATEFL Learning Technologies
Special Interest Group



UAB Idiomes

Conference Team

Conference organiser

Kieran Donaghy - UAB Idiomes Barcelona

Conference committee

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Pascal Shaw - UAB Idiomes Barcelona

Elaine Heyes - UAB Idiomes Barcelona

Richard Turner - UAB Idiomes Barcelona

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Concept and graphic design

Raquel Sanz - Raquelgraphic

Fernando Moresi - UAB Idiomes Barcelona

Kieran Donaghy - UAB Idiomes Barcelona

Sponsors



Meet our roving reporter



I'm Ann Foreman, a classroom teacher and teacher trainer based in Bilbao, Spain. The issues that fire me most are finding the best ways of using new technology in my classroom and coming to terms with the changing the needs and aspirations of learners in today's digital world. I belong to the British Council's English Language Innovation team, which I really enjoy, and I curate the TeachingEnglish Facebook page. In a former life I was a film director so I'm particularly interested in the use of images in language teaching. I'm really looking forward to attending The Image Conference and interviewing the speakers.



The Image Conference in Social Media

Conference blog:

theimageconference.com

Facebook Page

facebook.com/theimageconference

Twitter:

twitter.com/imageconference

Conference hashtag

#imageconference

YouTube Channel

youtube.com/user/theimageconference



The Image Conference

The Image Conference has been organised by the IATEFL Learning Technologies SIG and UAB Idiomes, and it is the first conference exclusively on the use of film video, image and gaming in language teaching.

Today, our society and our world are saturated with visual stimulation. The visual image has taken over, in a sense, for better or for worse. In the twenty-first century, the ability to interpret and analyse images is an integral part of literacy. We should therefore see images in all their different forms as a legitimate means to enhance 21st century literacy. For young people to participate fully in our society and its culture means to be as confident in the use and understanding of images as of the printed word. Both print literacy and visual literacy are essential aspects of literacy in the twenty-first century. With the advent of Internet and the digital revolution the available of images and the facility of creating images have both increased greatly. There has never been a better time for teachers to use images critically and creatively in language teaching. The Image Conference aims to put images at the centre of the language learning agenda.

Welcome to our conference!

Conference Schedule

8.45	Registration		
9.30 - 10.30	Opening plenary session Aula Magna Visual literacy in ELT Jamie Keddie		
10:30 - 10:45	Break		
10.45 - 11.45	Aula Magna Short and Sweet: Using short films to promote creativity and communication Kieran Donaghy	Room 11 The Three I's of Graded Video: Inspire, Inform, Integrate John Hughes (Heinle)	Room 13 Classroom Cartography practical ideas for teaching with maps George Chiltern and Neil McMillan
11.45 - 12.15	Coffee break Room 1 Sponsored by Richmond		
12.15 - 13.15	Aula Magna Video Games & Visual Graphics Kyle Mawer	Room 11 Take a photo and ... Fiona Macauline	Room 13 Photo Opportunities Ian James
13.15 - 15.00	Lunch		

Conference Schedule

15.00 – 16.00	Aula Magna Unleashing the Power of Images Ceri Jones (Richmond)	Room 11 The Embodied Voice Mark McKinnon	Room 13 Professional development and gamification Paul Braddock
16:00 – 16:15	Break		
16.15 – 17.15	Aula Magna Writing scripts for ELT video John Hughes (Heinle)	Room 11 Telly Learning Steve Muir	Room 13 Spywalk Paul Driver
17:15 – 17:45	Coffee break Room 1 Sponsored by Macmillan		
17.45 – 18.45	Aula Magna The Critical Eye Lindsay Clandfield (Macmillan)	Room 11 Using images and video to change perspectives Gerard McLoughlin	Room 13 Using film and video to help students to learn grammar, vocabulary and about Spanish culture Laura Vazquez
19.00 – 20.00	Closing plenary Aula Magna The Moving Image: A history of video in ELT Ben Goldstein(Richmond)		

Conference Programme



Visual literacy in ELT

Opening plenary session

Jamie Keddie

09.30 - 10.30 Aula magna

Throughout our lives, we are the unwitting subjects of an onslaught of images. From the mobile phone in your hand to the products in your supermarket trolley; from the magazines on your coffee table to the train seat in front of you, someone somewhere is trying to convey an idea to you through messages which are primarily visual. In this practical talk, I would like to share some ideas with teachers who are interested in the use of media images for the basis of communicative activities in the language classroom.

Jamie Keddie is a European-based teacher, teacher trainer and writer. He is the founder of LessonStream.org, the site that was formerly known as TEFLclips. His publications include *Images* in the Resource Books for Teachers series published by Oxford University Press. Jamie is a teacher trainer at Norwich Institute for Language Education.



Short and Sweet: Using short films to promote creativity and communication

Keynote

Kieran Donaghy *UAB Idiomes*

10.45 - 11.45 Aula magna

In this hands-on workshop we'll explore how short films can be used in the classroom. We'll look at how we can use short films to promote creativity, and both oral and written communication by doing communicative activities based around a variety of short films. The session will be very practical and involve a lot of teacher participation. Teachers will come away with practical activities to use with their own students.

Kieran Donaghy has taught in the UK, Italy, Portugal and Spain, and currently works at UAB Idiomes Barcelona. He is particularly interested in the use of film in language teaching, he is the co-author of *Films in Health Sciences Education* and his site on the use of film <http://film-english.com/> was nominated for an ELTon Award for Innovation in Teaching Resources in 2013.



The Three I's of Graded Video: Inspire, Inform, Integrate

John Hughes *Heinle*

10.45 - 11.45 Room 11

Video in our lessons has the power to INTEREST and engage learners. Content-rich video can also INFORM so that students learn something new about the world. And thirdly, effective use of video allows us to INTEGRATE it into our language teaching at any level. In this presentation I'll illustrate these three i's by using video material from wide-ranging sources. We'll also look at how the three 'I' model can help avoid the trap of video merely being 'entertainment' in the classroom. I'll present practical activities you can use in your lessons tomorrow.

John Hughes has worked in ELT for over twenty years as a teacher, teacher trainer and director of studies. He regularly runs training and workshops for teachers in different countries, including a course in ELT writing at Oxford University. He is a well-known author and co-author of ELT course books and video materials. His latest project is a six-level course series called 'Life' which draws on National Geographic content.



Classroom Cartography: practical ideas for teaching with maps

George Chilton and Neil McMillan

10.45 - 11.45 Room 13

Starting with some twists on the classic "directions" lesson before moving into less familiar, even uncharted territory, George Chilton and Neil McMillan present a workshop full of high- and low-tech ideas for using maps in the classroom. As images which imply particular political, historical and other perspectives, maps can be used to involve students in imagining spaces, constructing narratives, developing vocabulary and honing communicative skills.

Neil McMillan, currently teaching and teacher-training in Barcelona, has spent most of his career in his native Scotland, working in the Further Education system with groups of asylum seekers and refugees, and passing his Diploma in 2004. He is currently interested in high- and low-tech teaching, how English is taught in developing countries, and using authentic materials in the classroom. Meanwhile, he contributes regularly to the designerlessons.org lesson-planning blog.



George Chilton has taught English as a second language to young learners, teenagers and adults in South Korea and Barcelona, Spain. George is interested in high and low-tech student-centred classes, with a focus on using authentic materials. He began the lesson sharing blog Designer Lessons (<http://www.designerlessons.org>) in December 2012, and has since moved into TEFL publishing, working on lesson plans and student books for an international school.



Video Games & Visual Graphics

Keynote

Kyle Mawer *British Council*

12.15 - 13.15 Aula magna

In this practical session we will explore the impact of video game images in popular culture and looks at how the use of video game characters and games can be used in class to encourage speaking, writing and language development. Teachers will come away with practical ideas for using video games in the classroom.

Kyle Mawer is an award winning digital play expert, blogger, author of the teacher development book 'Digital Play' and international presenter on the use of video games in ELT. He works at the British Council Young Learner centre in Barcelona, where he has been using video games in class with his language learners for several years.



Take a photo and ...

Fiona Macauline *ELT Pics*

12.15 - 13.15 Room 11

Picture this: students gazing out the window, imagining themselves after class, talking to friends or fantasising about the weekend. Picture this: students who feel shy or inhibited when talking about themselves, at a loss for words. Picture this: heaps of ideas using photographs either taken by students themselves or from resources like #ELTpics to keep your students in the picture.

Working in ELT for over 25 years, Fiona is a teacher, teacher trainer and materials writer based in Cáceres. She regularly teacher-trains in Spain and other countries, and is the co-author of *Interface* (for ESO, Macmillan) and *Motivate* (for Bachillerato, Edelvives). She writes or runs 4 blogs (including *macappella* and *Take a photo and...*), and co-curates #Eltpics, a creative commons, crowd-sourced photo resource for teachers.



Photo Opportunities

Ian James *UAB Idiomes*

12.15 - 13.15 Room 13

Camera-equipped mobile devices, image-editing applications and photo-sharing platforms have led to a revolution in visual media. This talk will look at some of the ways these developments can be harnessed to provide opportunities for learner-centred tasks using student-generated images. Emphasis will be placed on practical ideas for classroom and project-based activities using both web-based and mobile applications.

Ian James has been teaching English in Barcelona since 1988. He has worked for International House and the British Council, and currently holds a teaching post at the Servei de Llengües of the Universitat Autònoma de Barcelona. He gives talks and workshops on the use of technology in language teaching and publishes a blog called Tefltecher.



Unleashing the Power of Images

Keynote

Ceri Jones *Richmond*

15.00 - 16.00 Aula magna

From digital cameras to mental snapshots, images have the power to stimulate, activate and motivate. They can be springboards, centrepieces or memory hooks. They build bridges with the world outside the classroom. In this hands-on workshop we'll be exploring how to unleash their power through a series of detailed practical lesson ideas aimed at a range of levels and backgrounds.

Ceri Jones is a freelance teacher, trainer and materials writer. She has been working in ELT since 1986. She has worked in Italy, Hungary, Spain and the UK teaching, training and managing mainly in - and for - the private sector. She is particularly interested in student-centred materials and activities. She writes about her thoughts, her experiences and her experiments on Close Up (www.cerij.wordpress.com)



The Embodied Voice

Mark McKinnon *UAB Idiomes*

15.00 - 16.00 Room 11

We very rarely hear a disembodied voice in real life but as teachers we constantly ask our students to work with recorded conversations of people they never see.

Teaching technologies: Teaching English using video, Mark McKinnon, www.onestopenglish.com, 2005

Fortunately, this is no longer the case. Advances in technology over the last 8 years have given us the opportunity to have access to virtually any video resource we want to use in the classroom. Video provides us with a much more authentic listening experience. This workshop will look at practical ideas on how to get the most out of using video clips in the classroom.

Mark McKinnon teaches English at UAB Idiomes, Barcelona. He is also a tutor on the LTCL Diploma. Mark is co-author (with Lindsay Clandfield) of Skillful Level 4 Listening and Speaking (Macmillan) He has also written materials for Macmillan's Straightforward and Global coursebooks, and is currently writing a series of Infograph lessons for the Global website.



Professional development and gamification

Paul Braddock *British Council*

15.00 - 16.00 Room 13

My workshop looks at how applying the principles and elements of gamification can promote and encourage greater engagement with teacher development. Using a website called 'The School' that I have been developing, I will demonstrate how encouraging teachers to complete a variety of real-world and online challenges, as well as competing or collaborating with their colleagues can lead to greater enjoyment and motivation to be better, more reflective teachers.

Paul Braddock is the web manager of Teaching English, the British Council's website for teachers. He lives and works in Barcelona, where he was previously a senior teacher at the British Council YL centre, responsible for the training & development programme. He has lived and worked as a teacher and teacher trainer in Lisbon, Budapest, Tokyo and Hastings.

He blogs at <http://bcnpaull.blogspot.com> and tweets as [bcnpaull](#)



Writing scripts for ELT video

Keynote

Hughes, John *Heinle*

16.15 - 17.15 Aula magna

In this talk and workshop I'll present three of the most common types of video that are produced for ELT materials: vox pops interviews, documentary narration and scripted dramas. I talk about the challenges of writing these types of video and we'll try some writing activities to develop scripts for videos. The session is based on my own experiences of writing video scripts for ELT publishers and upon my work with training and mentoring new ELT writers.

John Hughes has worked in ELT for over twenty years as a teacher, teacher trainer and director of studies. He regularly runs training and workshops for teachers in different countries, including a course in ELT writing at Oxford University. He is a well-known author and co-author of ELT course books and video materials. His latest project is a six-level course series called 'Life' which draws on National Geographic content.



Telly Learning

Steve Muir *British Council*

16.15 - 17.15 Room 11

In this practical workshop we will look at a range of classroom activities inspired by clips from short films, TV and YouTube. These activities focus on a variety of language areas and skills, including listening, pronunciation, and speaking. The activities can easily be adapted to use with many other clips. Participants will get a number of teaching ideas to take away with them and use with their own students. And most importantly, students seem to enjoy them!

Steve Muir has worked in ELT for over twenty years. He has taught English to young learners and adults in the UK, Egypt, Hong Kong and Spain. He lives in Madrid and works at the British Council in Alcalá de Henares.



The Critical Eye

Lindsay Clandfield *Macmillan*

Keynote

17.45 – 18.45 Aula magna

This talk will look at practical classroom ideas using critical and subversive images. Drawing on social justice and anti-racism fields of education we will see how images can be used to raise awareness of issues without becoming an earnest finger-wagging exercise in morality. At the very least, you should come away with some good ideas for speaking and conversation classes.

Lindsay Clandfield is a teacher, teacher trainer and an international award winner author of *Global*, Macmillan's new course for adults. Lindsay has written numerous books for teachers and learners of English and had a column on teaching tips in the Guardian Weekly newspaper. He is the series editor of the Delta Teacher Development series and co-founder of The Round, an independent e-publishing venture with Luke Meddings. Lindsay lives and works in Spain, among the palm trees of Elche.



Using images and video to change perspectives

Gerard McLoughlin

17.45 - 18.45 Room 11

In this workshop we will look at how we can develop materials and change our learners' perspective on image, culture and people, exploring various clips and websites that can enrich the classroom with student-generated materials. We'll look at typical topics and activities to help our learners explore useful websites: language and skills activities to ensure that the syllabus is met and the learners' language experience is enriched.

Gerard currently works as a CELTA and DELTA trainer at IH Barcelona and is a co-author of Next Generation, a Bachillerato coursebook. He has also written several teacher books for McGraw Hill (Platform) and Heinle (Outcomes). He is a board member of TESOL-SPAIN as Online Resources Officer and Webmaster. He is also an ambassador for Disabled Access Friendly Campaign (<http://disabled-accessfriendly.com/>)



Using film and video to help students to learn grammar, vocabulary and about Spanish culture

Laura Vazquez

17.45 - 18.45 Room 13

Working with language presented in a more visual way can be fun and help students in learning any language. The audiovisual industry and cinema have the potential to bring the viewer to a story, the culture of a country, and can also be understood as examples of real language. In this practical talk I will demonstrate different examples of how to use film and video in class and how to help students to learn grammar, vocabulary and about Spanish culture.

Laura Vazquez has been teaching Spanish and Spanish Cinema for over 10 years. She is now writing her dissertation on intercultural studies and cinema. She loves multiculturalism, new technologies and learning about other cultures. She works as a Faculty Advisor Educational Technology and teaches Spanish at IES Abroad Barcelona. She also works as a Spanish cinema and culture teacher at CEA Barcelona. She has two blogs, [De cine](#) on cinema, and [MundoEle](#) on Spanish as a foreign language.



The Moving Image: A history of video in ELT

Closing plenary

Ben Goldstein *Richmond*

19-00 - 20.00

From the BBC's series *Follow Me* in the 1970s to the YouTube Generation and the Decentralized Classroom, how has the role of video changed in the last 40 years? This talk will look at how the moving image has moved on and analyse what may happen in the future.

Ben Goldstein has taught English for over twenty years and currently works on The New School's MATESOL program (New York). He is lead author of the adult coursebook series *New Framework* and *The Big Picture* (Richmond). He has also published *Working with Images* and *English Unlimited Advanced* (Cambridge). His interests in ELT include images, intercultural issues, World Englishes and identity.

Conference venue



The Image Conference is taking place in [Casa Convalescència](#) part of the complex of the Hospital de la Santa Creu i Sant Pau in Barcelona.

The whole hospital complex, including Casa Convalescència, was declared a Historical Monument in 1978 and World Cultural Heritage Site by UNESCO in 1997. UAB-Casa Convalescència is part of the Universitat Autònoma de Barcelona and is home to UAB Idiomes, the university's language school.

Casa Convalescència has 35 meeting rooms and auditoriums fully equipped for multimedia technology and supporting audiovisual material.

Location: C/ Sant Antoni Maria Claret 171, 08041 Barcelona

How to get there

Location

Casa Convalescència
C/ Sant Antoni Maria Claret 171
08041 Barcelona

Underground

Yellow line (L4) - GUINARDÓ - HOSPITAL DE SANT PAU station
Blue line (L5) - SANT PAU - DOS DE MAIG station

By bus

Lines: 15, 19, 20, 45, 47, 50, 51, 92 and 192.

For the GPS

Introduce the following coordinates:
Latitude: 41.413702 (41° 24' 49.33" N)
Longitude: 2.177482 (2° 10' 38.94" E)

From the airport

Train + Underground. At the RENFE station, take the train to Sants-Estació. Once there take the Underground's blue line (L5) till SANT PAU - DOS DE MAIG station.

Bus + Underground. Outside the airport terminal, take the AEROBUS to Plaça Catalunya. Walk one corner till Plaça Urquinaona and take the Underground's yellow line (L4) to GUINARDÓ - HOSPITAL DE SANT PAU station.

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