



**International
House**
Cordoba



22_NOV_2014

In Cordoba, at the
Eurostars Palace Hotel



theimageconference.org



Academia
Británica



International
House

Conference Organisers

Kieran Donaghy and International House Cordoba

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A large version of the 'the image CONFERENCE' logo. The word 'the' is in light blue above 'image' in a large, black, stylized font. The letter 'a' in 'image' is replaced by a blue eye icon. Below 'image' is the word 'CONFERENCE' in a smaller, blue, sans-serif font. Underneath 'CONFERENCE' is the text 'FILM, VIDEO, IMAGES AND GAMING IN LANGUAGE TEACHING' in a small, black, sans-serif font.

The Image Conference has been organised this year by International House Cordoba, and it is a conference that is unique in its focus 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 they need 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 availability 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!

About International House Cordoba



Academia Británica-International House was founded by John and Brita Haycraft in 1953, and was the first language school in Córdoba and one of the first in Spain.

International House went on to become the worldwide organisation of language schools it is today, with a marked vocation for teacher training, and over 155 partner schools in 50 countries across 5 continents.

Academia Británica, meanwhile, continued in Córdoba under Eulogio Cremades and later, his sons Claudio and Marco, and has always led the field in new EFL developments in the area:

Eulogio was awarded a Silver Tourism Medal in 1970 for organising the first large-scale Spanish courses for foreigners in the city. Academia Hispánica, the sister school that teaches Spanish to foreigners throughout the year, was founded later (in 2002).

Academia Británica Huelva was opened in 1968.

In 1980 Eulogio founded the Association of Andalusian Language Schools (ACEIA, in Spanish) to protect the industry and create a charter of students' rights.

In 1985, Academia Británica became the official examining centre in Córdoba for the University of Cambridge examinations, and up until 2010 was the only official examining centre in the city.

In 2010, Academia Británica Sierra, another branch of the school in the north of Córdoba, was opened.



Academia Británica-International House celebrated its 60th anniversary last year and the key to its continued success lies in a serious commitment to teacher development and the combination of experience and innovation.

One of the most dynamic areas of innovation in the school has been in the use of iPads. Since 2011, a specialised group of teachers has researched into the use of iPads in the classroom and trained the other teachers, who have all been given school iPads. This year, all the teachers are involved in project groups to share ideas for using a wide range of IT techniques in the classroom.

We'd like to give you all a very warm welcome and hope you all enjoy this unique occasion for 21st century teacher development offered by IH Cordoba.

Conference Programme



Using Film to Teach English in a World of Screens

Opening plenary session

Kieran Donaghy

10.00 - 11.00 Room 1

The advent of the digital revolution and the Internet, the proliferation of mobile devices, which allow us to easily and proficiently capture moving images; the introduction of inexpensive, accessible and user-friendly editing tools; and the emergence of distribution sites such as YouTube and Vimeo, have changed the way moving images relate to society, education and language learning forever. This session examines and offers guidance on using moving images critically and creatively in language teaching in a world of screens.

Kieran Donaghy is a teacher, trainer and award-winning writer based in Barcelona with a special interest in the use of film in education. He works at UAB Idiomes Barcelona. His website on the use of film in language teaching Film English <http://film-english.com/> won a British Council ELTons Award for Innovation in Teacher Resources, and the most prestigious European media in education prize, the MEDEA Award for User-Generated Media in 2013. He is the co-author of Films in Health Sciences Education, and his methodology book on the use of film in language teaching for the Delta Teacher Development Series will be published in April 2015.



Filmmaking Made Real

Anna Whitcher

11.15 – 12.00 Room 3

What does it really take to make a film? In this session, we will look at the bare bones of filmmaking in the ELT industry and examine the elements required to make it all happen from the ground up. With this lens, we will focus on how the film creation process, if done properly, can produce films that will be more effective as language teaching tools.

Anna Whitcher is an editor, writer and producer of ELT materials and has a strong interest in film and its role in the language classroom. She graduated from UC Berkeley and has a Master's in English Composition. She has taught ESL/EFL to teenagers and adults in the US and Europe.



The Moving Image: A history of video in ELT

Ben Goldstein

Cambridge University Press

11.15 – 12.00 Room 1

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.



Into, through and beyond – exploring the role of images in the classroom

Ceri Jones

11.15 – 12.00 Room 2

Mirror, mask, framework, porthole, confidence booster, memory hook, means to an end, these are just a few of the roles we'll be exploring as we look at (and into) a series of practical classroom ideas and activities using still images. The ideas will cover a range of language levels, teaching contexts and class types.

Ceri Jones is a freelance teacher, trainer and materials writer. She has been working in ELT since 1986 and in Spain since 1998. She has been involved in materials writing for a range of contexts. Coursebook series she has worked on include Inside Out, Straightforward and The Big Picture. She is particularly interested in student-centred materials and activities. She writes about her experiences and her experiments on her blog, Close Up www.cerij.wordpress.com.



Fostering Intercultural Communicative Competence through film in EFL

Carmen Herrero

12.30-13.15 Room 2

Living in a globalised world has reinforced the belief that the primary aim of second language acquisition is to facilitate learners to communicate with people from different linguistic and cultural backgrounds. A growing number of language teachers, teacher educators and researchers have suggested that learning a language involves not only fostering linguistic competence but also intercultural communicative competence (ICC) to be able to deal effectively and appropriately with cultural diversity. The overall goal of this workshop is to consider different approaches to promote ICC through the use of film and short films in English Language Teaching.

Dr Carmen Herrero is a Principal Lecturer in Hispanic Studies and Subject leader for the Spanish Section at the Manchester Metropolitan University. Her research interests are language education and film, Hispanic cinemas, and new technologies and education. She collaborates actively with the "Routes into Languages North West Consortium" and has participated in a wide range of activities to promote language learning. She is the co-founder and co-director of FILTA (Film in Language Teaching Association (<http://www.filta.org.uk>)).



A Picture is Worth a Thousand Words:

Using Images to Transmit Science Concepts to YLs

Nina Lauder

Oxford University Press

12.30 - 13.15 Room 1

The saying “A picture is worth a thousand words” could not be truer when it comes to teaching young learners. Oftentimes complex ideas can be conveyed with just a single image making it possible for young learners to absorb large amounts of data quickly and effortlessly. In this session we will look at how to avoid to over-dependence on extensive texts in Science teaching and look at ways to use images, videos, graphic organisers and stories to get ideas across.

Nina Lauder has been teaching at all levels since 1990 and has been involved in educational consulting and teacher training for over a decade. She has given workshops all over Spain and abroad, and she has collaborated with the British Council, Bell International and Oxford University Press on professional development programmes. She is also a materials writer for ELT and CLIL books and she is one of the authors of the Explorers (OUP) and Think! Do! Learn! Series (OUP-CLIL). She has published several articles and is the editor of the Oxford Magazine for Pre-Primary and Primary teachers (www.oxfordmagazine.es). She currently works as an author, teacher trainer, editor and educational consultant. For more information see: <http://ninaspain.blogspot.com>



A mobile device is worth a thousand words

Shaun Wilden

IH World Organisation

12.30 - 13.15 Room 3

A decade ago I did a workshop exploring with teachers how to make the most of coursebook pictures. To celebrate its anniversary I want to revisit this workshop but rather than use a course book, I want to show how images that students carry with them on their mobile devices can be put to use in the classroom. Be it a tablet or a mobile phone, the average student is carrying a wealth of personalised material on their camera roll that a teacher can tap into. From language practice activities to visual dictionaries, from speaking to writing, the mobile device can be the stimulus for student engagement as well as a time saving device to ease a teachers' planning woes. This will be a very practical workshop, so make sure you bring a device full of photos.

Shaun has been involved in English language teaching for over twenty years. He is currently the International House World Organisation Teacher Training Coordinator. He is a digital consultant to both schools and publishers and this year published a white paper on implementing tablets and apps into schools. He is the joint coordinator of the IATEFL Learning Technologies SIG, and a member of the IATEFL membership committee. In addition, he is a moderator of the social networking #eltchat group which meets every Wednesday to discuss issues and ideas in ELT. Feel free to follow him on @shaunwilden or find out more about him at shaunwilden.co.uk.



History, Culture and Society Taught in the Language Classroom Through Visual Cultural Identifiers

Donna Fields

13.15 – 14.00 Room 3

Teaching history and culture is an essential component of any language class. This can be done more meaningfully and more interactively using visual cultural identifiers, and summarized in digital storytelling techniques. This talk will present ways of incorporating historical and cultural elements of different societies, through images; it will then present examples and applications to create digital stories which can be used to display subsequent knowledge of the subjects.

Donna Fields has a doctorate in folktales, is a professor and consultant at the Valencian International University, and is a teacher trainer for Macmillan Publishing and the Department of Education in Valencia. She is coordinator for the online English course sponsored by the Diputación of Valencia, has an English academy, and is currently working on a series of multi-lingual children's books.

Conference Schedule

	Room 1	Room 2	Room 3
9.00 – 12.00	Registration / Publishers' Exhibition		
9.45 – 10.00	Official Opening		
10.00 – 11.00	Opening plenary – Room 1 Teaching English through film in a world of screens Kieran Donaghy		
11.15 – 12.00	The Moving Image: A history of video in ELT Ben Goldstein <i>Cambridge University Press</i>	Into, through and beyond – exploring the role of images in the classroom Ceri Jones	Filmmaking Made Real Anna Witcher
12.00 – 12.30	Coffee Break / Publishers' Exhibition		
12.30 – 13.15	Using Images to Transmit Science Concepts to YLs Nina Lauder <i>Oxford University Press</i>	Fostering Intercultural Communicative Competence through film in EFL Carmen Herrero	A mobile device is worth a thousand words Shaun Wilden <i>IH World Organisation</i>
13.15 – 14.00	Picture this! Combining image and narrative Paul Dummet <i>National Geographic Learning</i>	The Video Project: a tool for fun and sustainable language learning Ina Grey	History, Culture and Society Taught in the Language Classroom Through Visual Cultural Identifiers Donna Fields

14.00 – 15.30	Lunch / Publishers' Exhibition		
15.30 – 16.15	Teaching with Screens Lindsay Clandfield <i>Macmillan</i>	Images on Canvas: Art, Critical Thinking & Creativity in the ELT Context Chrysa Papalazarou	Images and identities - Get the picture? Fiona Mauchline
16.15 – 17.30	Fictional Topographies and the Spatialisation of Narrative Paul Driver <i>British Study Centres</i>	Motivating activities with images to develop higher level thinking skills Paul Braddock <i>British Council</i>	Functionally Resonant: the magnetic allure of brain imaging Daniel Barber
17.30 – 18.00	Coffee Break / Publishers' Exhibition		
18.00 – 18.45	Getting to Grips with Graphic Novels Samantha Lewis <i>Cambridge University Press</i>	Collage IH Cordoba Workshop	Video cameras in the hands of learners Jamie Keddie <i>Oxford University Press</i>
18.45 – 19.30	Anna Whitcher and Kieran Donaghy – Room 1 A Visual Manifesto for Language Teaching		



The Video Project: a tool for fun and sustainable language learning

Ina Grey

13.15 – 14.00 Room 2

A bad night's sleep, a nervous stomach and sweaty hands. This scenario typically faced by students before their obligatory English exam may be a thing of the past at the University of Wismar, Germany. Since June 2012, about 200 students have produced short videos as part of their assessed course requirements in the ESP module. The result? Involvement, enthusiasm and students who confess to enjoying their learning. In this workshop, participants find out how and why this project came into existence, learn about its underlying theory and discover how the different stages of preparation, recording, analysis and assessment are set up for teachers and learners.

With a background in European Studies and years of practical teaching experience in a large variety of settings, Ina has been a lecturer at the Language Centre of the University of Wismar in Northern Germany since 2008. As head of the Language Centre, she is responsible for business and technical English modules. Ina has obtained a second master's degree in the field of higher education didactics, where her passion lies in the psychology of teaching and learning.



Picture this! Combining image and narrative

Paul Dummet

National Geographic Learning

13.15 – 14.00 Room 1

The narrative and the image are powerful tools in learning. In our teaching we too often downplay the importance that narrative intelligence and visual processing have in engaging students emotionally and in helping to make learning more memorable. Partly inspired by my work on LIFE (National Geographic Learning 2013), this talk will look at the concept of narrative intelligence and present practical ideas for combining stories and images to create motivating, effective activities that develop fluency and accuracy, teach vocabulary and recycle language.

My career in ELT began in Oxford in 1987, first as a teacher, then DoS, then Vice principal of Godmer House School of English. In 1996, I set up my own school teaching English to professionals which I ran for 10 years, giving it up in 2006 to concentrate on writing full-time. As a teacher and a writer, my aim is to develop materials that are meaningful and thought-provoking - that offer more than just language learning. I seek out projects that offer this possibility. My publications include: Success with BEC (Summertown 2008), Energy English (Cengage 2010) and LIFE (National Geographic Learning (2012).



Images on Canvas: Art, Critical Thinking & Creativity in the ELT Context

Chrysa Papalazarou

15.30 – 16.15 Room 2

In this session we will look into how the use of art (painting) in the ELT context integrated with the use of Thinking Routines (Making Thinking Visible Approach) can provide a powerful learning framework to motivate and engage students, and develop their critical thinking and creativity alongside their linguistic competence in the English language. We will discuss and work upon ideas and examples of relevant classroom practice.

Chrysa Papalazarou is a teacher who works at a state primary school in Greece. She has also worked in secondary education and as an adult educator with socially vulnerable groups. She has a Master's degree in Comparative Education and Human Rights. She is particularly interested in the use of art in language teaching as a means of developing students' creativity and critical thinking, and nurturing a culture of thinking. Her blogs are Art in the English Class and Art Least:

<http://1stchaidarienglish.blogspot.gr>

<http://artleast.blogspot.gr>



Images and identities - Get the picture?

Fiona Mauchline

15.30 – 16.15 Room 3

Picture students gazing out the window, imagining themselves after class, talking to friends or fantasising about the weekend. Picture students who feel shy or inhibited when talking about themselves, at a loss for words. Picture your students through others' eyes, through their own eyes or in selfies. Picture heaps of ideas using images, in the mind or using photos either taken by students themselves or from resources like #ELTpics. Get 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 her publications include *Interface* and *Motivate* (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.



Teaching with Screens

Lindsay Clandfield

Macmillan

15.30 – 16.15 Room 1

While screens and projectors have been around for a long time in language teaching (remember the Overhead Projector, or the Slide projector?), it's only now that they are almost everywhere. This talk addresses how language teaching may be changing as a result of this technology for better - and for worse. We'll take a fresh look at lesson planning to ensure a balance of working styles and interaction patterns in the communicative classroom equipped with a projector and a screen.

Lindsay Clandfield is an award-winning writer, teacher, teacher trainer and international speaker in the field of English language teaching. He has written more than ten coursebooks for language learners and is the co-author of various methodology books for teachers. You can find out more about him at his website www.lindsayclandfield.com



Functionally Resonant: the magnetic allure of brain imaging

Daniel Barber

16.15 – 17.30 Room 3

I'm going to discuss the impressive images of the brain currently being generated by neuroscience and what I think they may mean for our field of language learning. I will describe some of the limitations and fallacies concerning brain science. At the same time I want to explore the very real images we all conjure in our brains when we think, read, talk and learn. In so doing I will answer the biggest question of all: what is a conference about images doing at the centre of the TEFL world?

Daniel Barber has about 89 billion neurons in his head. What they're for, he's not so sure. Perhaps as a teacher and trainer in Mexico, England, Barcelona and Cádiz, he's helped to rewire learners' brains for the better, although that's more than likely wishful thinking. Both hemispheres are currently employed writing course books and other materials.



Motivating activities with images to develop higher level thinking skills

Paul Braddock

British Council

16.15 - 17.30 Room 2

Most of us are aware that using still or moving images in our language teaching can open up a world of communicative possibilities. From analyzing and exploring language, expanding into the creation of audio, film and text, we will spend time in this workshop looking at a number of creative, enjoyable and engaging activities you can use in your language classroom with images - ranging from 5-minute fillers to full class activities.

Paul Braddock is currently the manager of the British Council's Teaching English website, which attracts more than 600,000 users per month from all over the world. He currently lives in Barcelona and has worked in English Language Teaching for over 16 years.



Fictional Topographies and the Spatialisation of Narrative

Paul Driver

British Study Centres

18.00 – 18.45 Room 1

Game spaces are meticulously designed environments. The tennis court, the football pitch and the sumo wrestler's dohyo are spatially and visually organised to embody the rules that inform the interactions taking place within their boundaries. Virtual spaces are sculpted with even more painstaking care, as the digital architect can distort, subvert or completely rewrite the laws of physics and define the capabilities of the players and characters that inhabit these fictional worlds. In this talk, I will discuss how game design can inform ELT pedagogy by examining what games do well.

Paul is an Oxford-based British Study Centres teacher, teacher trainer, researcher, graphic designer and illustrator. He is the co-author of *Language Learning with Digital Video*, with Ben Goldstein, for the Cambridge Handbooks for Language Teachers series, and also writes ELT, digital games and edTech-related articles for the Cambridge English Teacher website and academic journals such as the *International Journal of Computer-Assisted Language Learning and Teaching*. He is a regular speaker at national and international ELT events, including IATEFL, The Image Conference and Digital ELT Ireland. He also designs the British Council's digital magazine *In English Digital*. Last year and this year he was nominated for an ELTon (English Language Teaching Innovation Award) in the category of Digital Innovation.



Collage

IH Cordoba

18.00 – 18.45 Room 2

In my ideal class I would...?

In 2011 we started investigating the creative use of iPads to enhance collaborative, student-centred learning. Through embracing the potential the tool offers, engaging the creativity and imagination of our learners, we hope to dynamically transform the classroom into an ideal.

In this hands-on session we share a collage of the projects our students have worked on, and show you how you can do them. Projects have included: making cartoons and books, playing and making games, connections out of the classroom and to other countries, making movies, stop motion videos, and a glee club.

Our projects have been as diverse as the team, who teach English, French and Spanish from infants to post C2. The team includes teachers, teacher trainers, librarians, coordinators, and published authors of digital materials. The current members are:

Alexandra Purcell, Emily Lee, Gary Williams, Jennifer Dobson, Mar Ruda Roldán (Academia Hispánica), Mila Fernández Cano, Nick Cox (SATVA IH Riga, Latvia), Pdraig Meehan, Simon Armour, Susan Mulquiney, Tim Kelly, Veronique Conesa.



Videocameras in the hands of learners

Jamie Keddie

Oxford University Press

18.00 – 18.45 Room 3

Video-recording devices can give extra depth and meaning to the activities, tasks and projects that students get involved with. In this workshop, I will show some good examples of videos created by students, both in and out of the classroom. We will discuss technical, practical and pedagogical issues along the way.

Jamie Keddie is a teacher, writer and presenter who has shared his ideas with educators all over the world. His areas of interest include the use of visual materials and storytelling in the classroom. Jamie is the founder of Lessonstream.org, and the winner of a British Council ELTons award. His publications include *Images* (OUP, 2009) and *Bringing Online Video into the Classroom* (OUP, 2014). He is also the author of *Videotelling*, a teachers' resource ebook which will be available in late 2014 at Videotelling.com.



Getting to Grips with Graphic Novels

Samantha Lewis

Cambridge University Press

18.00 – 18.45 Room 1

This workshop looks at the nature of graphic novels and reasons for using them with ELT students. Participants take part in a variety of skills and language activities based on a range of teen-friendly graphic novels including those in Interactive, Cambridge's new teen course. It also focuses on online resources available for students to read, create and share their own comics.

Samantha Lewis teaches young learners and is Junior Academic Coordinator at the British Council in Somosaguas, Madrid. She writes for <http://learnenglishteens.britishcouncil.org/>, the British Council teen website, and is co-author of Interactive, Cambridge's new course for lower-secondary students. She has trained primary and secondary school teachers of English and has an MA specializing in English Language Teaching in secondary schools.



A Visual Manifesto for Language Teaching

Anna Whitcher & Kieran Donaghy

18.45 – 19.30 Room 1

In this talk, we will discuss the evolution of the image and the significant role it can play in our lives if we are active participants in what we see and what we create. Through the deconstruction of a short film made specifically to illustrate this concept, we will explain a new visual manifesto for this age of the image. We will offer guidance on how we can become active learners and creators in this new world of images.

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