

the
image
CONFERENCE

FILM, VIDEO, IMAGES AND GAMING
IN LANGUAGE TEACHING

The Image Conference Munich

Saturday 5th December 2015

Gasteig, Munich

This brochure is sponsored by

PEARSON

The Image Conference



The Image Conference 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 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 the 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 MELTA

The Fourth Edition of the Image Conference is brought to you by the Munich English Language Teachers Association (MELTA).

MELTA is a regional professional association for all teachers of English working in the Munich area: freelance teachers at companies, private schools and the VHS, as well as state school teachers.

Established in 1989 as an affiliate of IATEFL (the International Association of Teachers of English as a Foreign Language), MELTA is part of a wider network of English teachers' organizations and has especially close ties to other ELT Associations in Germany.

As well as holding several regular professional development events throughout the year, MELTA also provides a platform for English language teachers to meet socially and exchange ideas.

Join MELTA today!

You don't have to live in Munich to join MELTA; our members are located far and wide. By being part of the MELTA community you will benefit from:

- up to 12 **professional development events** per year
- a **newsletter** twice a year
- the opportunity to **network** with like-minded ELT professionals
- the chance to **advertise your services** in the Teachers' Directory.

The annual subscription is €35 (€15 for students and €100 for schools). Fill out the form on page 19 and hand it in at the Information Desk today!

Our Conference Team

Conference organisers



Kieran Donaghy
Founder Image Conference



Panchali Belde
MELTA Events Coordinator

Conference volunteers

The MELTA Committee will help delegates and speakers with registration, provide technical assistance to speakers and local support to delegates, and assist with the catering on the day. You can spot them with 'Happy to help' badges!



Helen Strong
Chair



Maribel Ortega
Vice Chair



Fabiola Uebelmesser
Treasurer



Arthur Barton
Committee member



Blanka Nagy
Committee member

Meet our roving reporter

I'm Dagmar Taylor, an English trainer and EFL materials writer based near Munich. Originally from Scotland, I've been living in Germany since I graduated.

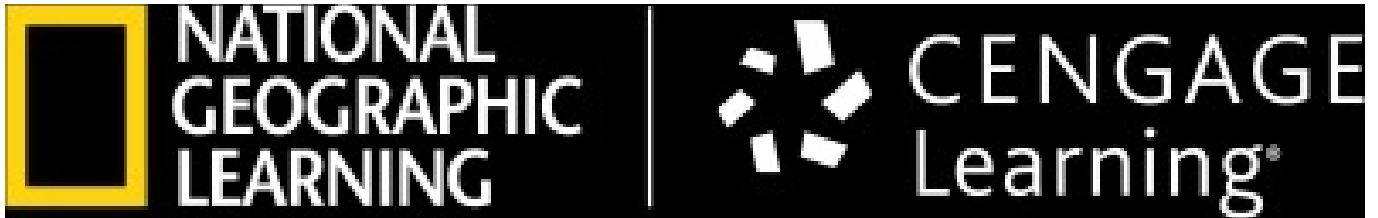
Over the last 20+ years, I've taught general English and business English in a range of contexts; from one-to-one coaching, through university classes of up to 40 students to 8-day intensive hotel courses for engineers or HR professionals. As well as teaching, I have gained experience as Director of Studies, training coordinator and teacher trainer. Most recently I have been writing and editing for two major language publishers in Germany.



Dagmar Taylor
MELTA Secretary

A particular interest of mine is the area of EdTech and how it can be applied to language acquisition and materials development. I love using images in both my teaching and in the materials I create and enjoy looking for the 'right' images. I'm very much looking forward to The Image Conference and interviewing the speakers.

Our Sponsors



With friendly support from



Opening Plenary

09.30-10.30



Exploring our visual landscape

Ceri Jones (Cambridge University Press)

Room 0.117 (ground floor)

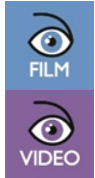
To focus our minds on the day ahead, we start with a journey through a variety of visual landscapes, exploring their impact, their relationship with language and their role in language learning. We'll explore our internal landscapes, looking at how visualisation scaffolds understanding. We'll look at the physical landscapes that surround us, at digital images on our screens and beyond, and immerse ourselves in the dreamscapes of virtual worlds. On our travels we'll look back at sessions from previous Image Conferences, look forward to the sessions on offer here in Munich and pose questions to explore throughout the day.



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

Session A: 10.45-11.45



Moving stories: narrative and the moving image in ELT

Kieran Donaghy

Room 0.117 (ground floor)

Narrative and moving images are powerful tools in language teaching and learning. In this practical session we will look at a range of motivating, effective classroom activities inspired by short films, and videos which encourage students to create their own narratives. Participants will get a number of highly practical ideas to take away and use with their own students.



Exploiting technical drawings

Evan Frendo

Room 3.140 (third floor)

In this session I would like to discuss how we can exploit such drawings with our learners. First we will look at common types of technical drawings and the sorts of conventions and symbols they often use. Then we will discuss how we can use technical drawings in our own classrooms, ranging from needs analysis, to vocabulary work, to incorporating them in role-plays and simulations. My aim is to show that technical drawings are more than just an effective way of focusing on the language that our learners need for their jobs.



Student-produced videos as a tool for learning through teaching

Ina Gray

Room 3.142 (third floor)

Employing the learning-through-teaching method entails putting students in charge of a topic (area), both in terms of content and didactics. Students at the University of Wismar are asked to produce their own videos as a main input tool for their mini-tutorials and to construct preparatory and wrap-up tasks and exercises around their video with which to engage fellow students.



Kieran Donaghy is a teacher, trainer and award-winning writer with a special interest in the use of film in education. His website <http://film-english.com> won several awards including the British Council ELTons Award for Innovation in Teacher Resources. Kieran is the author of the methodology book *Film in Action* (DELTA Publishing, 2015) and *How to Write Film and Video Activities* with Anna Whitcher (ELT Teacher 2 Writer, 2015).



Evan Frendo worked as a mechanical engineer for 11 years, before moving to Business English and ESP in 1993. He has written numerous in-house courses for multinationals, and has also published several books: *How to teach Business English* (Pearson, 2005), *New Ways in Teaching Business English* (TESOL, 2014), which he co-edited with Clarice Chan, and *How to Write Corporate Training Materials* (ELT Teacher 2 Writer, 2014). He is currently working on e-learning materials for corporate clients.
www.businessenglishguru.com



Ina S. Gray is the Head of the Language Centre, University of Wismar, Germany. With a background in European Studies and higher education didactics, Ina has been working as a lecturer at the university's Language Centre since 2008. She is responsible for business and technical English modules in a variety of obligatory and elective programmes, and also teaches Dutch as an extracurricular module. Her passion lies in the psychology of teaching and learning.

Session B: 12.15-13.15



Can a picture tell a thousand words?

Hugh Dellar
(National Geographic Learning
| Cengage Learning)

Room 0.117 (ground floor)

The degree to which visuals and videos can generate classroom discussion and increase student motivation is very much down to the way they are exploited. In this talk, I will explore ways in which I tried to integrate real-world National Geographic content and other video material into both my classes and the *OUTCOMES* series of coursebooks I co-author.



Bringing video into Business English courses: a fresh start

Claire Hart

Room 3.140 (third floor)

Some see showing a video as a proverbial 'bon-bon' – a break from the 'real work' of learning Business English. Yet videos can do so much more than that. In this session we'll explore video's potential in Business English courses and also look at how to avoid the 'faff' which sometimes puts us off using them.



Incorporating filmmaking into the curriculum

Vanja Fazinic

Room 3.142 (third floor)

How can we set up collaborative filmmaking projects in the English classroom? How can we integrate them into the curriculum? How can we use them to increase students' motivation, creativity and autonomy? During this practical talk, I would like to address questions like these, share my experiences and show some examples of student-created films.



Hugh Dellar is a teacher and teacher trainer based in London. He is the co-author of the *Outcomes* and *Innovations* series and the online teacher development course, *Teaching Lexically*. He is currently working on a methodology book for DELTA Publishing also entitled *Teaching Lexically* as well as a second edition of *OUTCOMES* and some ELT apps. He runs lexicallab.com jointly with Andrew Walkley.



Claire Hart combines Business English teaching in the tertiary and corporate sectors with a variety of materials development projects. As a materials writer, Claire specializes in creating digital content and adapting print materials for digital contexts. She's based in Bavaria.



Vanja Fazinic is a teacher of English and German to students aged 10-15 at Don Lovre Katic Primary School in Solin, Croatia. She has a strong interest in making film in the language classroom and her current challenge is to integrate collaborative filmmaking projects into the curriculum and her teaching context. She graduated in English Language and Literature / German Language and Literature from the Faculty of Philosophy, University of Zadar.

Session C: 14.00-15.00



Visual Thinking Strategies: VTS in Action

Jennie Wright

Room 0.117 (ground floor)

When working with visuals, learners should be able to do more than just say what they see. Visual Thinking Strategies (VTS) can be used to improve fluency and vocabulary whilst developing learners' critical visual thinking skills. This workshop is an introduction to VTS and participants will leave the session able to carry out a selection of VTS tasks with their learners.



ESpecially effective: images in teaching English for Specific Purposes

Helen Strong

Room 3.140 (third floor)

Images are particularly useful for presenting and practising vocabulary when teaching English for Specific Purposes. In this workshop I will demonstrate how I've effectively used images to help students learn lexis for their work in the automotive industry, the consumer retail industry and for general vocabulary-building.



The power of images in teacher training

Ceri Jones (CUP)

Room 3.142 (third floor)

In this workshop we'll be looking at how images can scaffold and enhance teacher training courses, both face to face and online, building confidence, tracking progress, breaking the ice and bridging the gap between tutors and trainees. We'll be looking at examples from initial training programmes and diploma level courses. For trainers, teachers and trainees, an exploration of how image adds value to teacher development.



Jennie Wright is a teacher, presenter, blogger and ELT author based in Germany. With over 15 years of experience in language teaching, her blog features free professional development resources for teachers. She enjoys mentoring new ELT writers to contribute articles to the ELTAS News (Stuttgart ELTA). She also co-authored *Experimental Practice in ELT: Walk on the wild side* with Christina Rebuffet-Broadus which is published by www.the-round.com <http://teflhelperblog.wordpress.com>



Helen Strong is a Business Communication Skills and ESP Trainer based in Ingolstadt, Germany. She has many years' experience in teaching English for Specific Purposes, particularly in the automotive and consumer retail industries. Helen is also a teacher trainer and digital materials writer and is currently Chair of MELTA.



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

Session D: 15.15-16.15



Opening the classroom to the mind's eye

Jane Arnold (Helbling)

Room 0.117 (ground floor)

A powerful way to improve language learning is to activate and use our students' mental images. Great artists, scientists and athletes have relied on imagery, and it can support many areas of the language acquisition process, from memory to reading comprehension to motivation and beyond. In this practical workshop we'll explore options for using this free and enjoyable resource.



Media motivates! Using short films, videos and adverts in the classroom

Louise Carleton-Gertsch

Room 3.140 (third floor)

Are you looking for alternative ways to revise vocabulary, practise grammar, introduce a new topic or inspire a creative response? Videos are a great way to do so. This talk, including practical tips and examples, will look at how short films, videos and story-based adverts can be used in the classroom to actively support the learning process and increase motivation.



Mobile videos: creating video to develop oral skills

Kat Robb

Room 3.142 (third floor)

In this talk I present strategies for developing oral skills using video to scaffold the learning process. I discuss the creation of video specifically using mobile devices, and the importance of self-reflection. I also demonstrate how I have implemented this myself in different teaching contexts and the conclusions I have drawn.



Jane Arnold is Professor of Language Teaching Methodology at the University of Seville. Among her publications are *Affect in Language Learning* (CUP), *Meaningful Action*, *Earl Stevick's Influence on Language Teaching* (CUP) and *Imagine That! Mental Imagery in the EFL Classroom* (Helbling Languages). She has given plenaries and workshops in several countries. She participates frequently in teacher training courses with the Instituto Cervantes for teachers of Spanish.



Louise Carleton-Gertsch has worked in education in Germany (writing materials, teacher training and teaching) for over 20 years and has also been involved in educational projects for English-speaking countries. In addition, she works in the field of new media for children and is a regular speaker at international conferences. This has driven her interest in the integration of films and new media in the classroom. She's recently started blogging teaching ideas around these topics at www.lcg-media.com



Kat Robb has been teaching for over 20 years and is currently a teacher and teacher trainer at Oxford Tefl, Barcelona. She creates digital learning content for a number of teaching contexts, and has a special interest in the use of mobile technologies and video.

Session E: 16.45-17.45



Sound and vision for the multiple-stimuli generation

Fiona Mauchline (Macmillan) Room 0.117 (ground floor)

Using images and imaging with teens and young adults is not only engaging, but also generates a considerable amount of new, real, personalised language. According to psychologists, it also makes a lot of sense when teaching this, the Multiple Stimuli Generation! How can we maximise this potential in the classroom? This workshop will look at both the theory and some highly effective, fun, preparation-light ideas.



Impact and engagement with image in business and finance

Julie Pratten Room 3.140 (third floor)

Images used in business & finance course books and materials can be rather disappointing. Photographs are often selected based on budget and the limited amount of space available. This can lead to rather unappealing images. However, today's classroom technology provides a range of options to present, develop and stimulate debate on many of today's more controversial business-related topics using photographs, speed drawing and video shorts. In this hands-on workshop, we will look at a selection of images and investigate different ways of using them in the classroom.



Make it visual: using imagery to create a compelling story

Maribel Ortega Room 3.142 (third floor)

We all love a good story. Stories are engrained in our personality since our early childhood, because it is through stories and storytelling that humans learn. All good communicators share this characteristic, they can tell a story and tell it well. Through the use of mental images and drawing pictures we can guide our students in creating a captivating story.



Working in ELT for over 25 years, **Fiona Mauchline** 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* (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.



Julie Pratten has published widely on the subject of banking and financial English, including the course book *Absolute Banking English* (DELTA Publishing). She provides language consultancy for the Banks Association of Turkey and the Central Bank of the Republic of Turkey. She is also a visiting lecturer at the University of Brighton where she coordinates the business strand of the Extended Masters Pre-session course. Last year Julie set up the independent publishing venture Academic Study Kit, which currently focuses on activity-based materials and mobile applications for EAP and ESP students.



Maribel Ortega is based in Munich where she works at the Ludwig Maximilian University and as a freelance in-company trainer specializing in the pharmaceutical industry. She is the Vice-Chair and Newsletter Coordinator of MELTA.

Closing Plenary 18.00-19.00



Behind the looking-glass

Paul Driver (British Study Centres)
Room 0.117 (ground floor)

Augmented Reality (AR) can be a powerful tool for engaging learners with digital media and their surroundings. This talk will explore the use of (AR) in language teaching by deconstructing the assumptions, skills and processes required to apply the technology in principled and practical ways.



Paul Driver 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*.

MELTA membership application form

MELTA — Munich English Language Teachers Association e.V.
c/o Fabiola Uebelmesser, Hallescher Weg 5, 80993 München

You can also join online from the website www.melta.de

First name	Address
Last name
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The annual subscription is €35 (reduced rate for associated members and students: €15). Membership runs for the calendar year. Membership applications received mid-year are considered to be for the current calendar year. Applications received after October 1 are considered to be for the following calendar year. **Please regard your bank statement as a receipt for tax purposes.**

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The Image Conference

Saturday, 5 December 2015

08.45	Registration opens		
09.30– 10.30	Room 0.117 (ground floor)	Opening plenary — Exploring our visual landscape <i>Ceri Jones</i> (Cambridge University Press)	
10.30– 10.45	Break		
Session A 10.45– 11.45	Room 0.117 (ground floor) Moving stories: narrative and the moving image in ELT <i>Kieran Donaghy</i>	Room 3.140 (third floor) Exploiting technical drawings <i>Evan Frendo</i>	Room 3.142 (third floor) Student-produced videos as a tool for learning through teaching <i>Ina Gray</i>
11.45– 12.15	Coffee break (sponsored by Helbling Languages)		
Session B 12.15– 13.15	Room 0.117 Can a picture tell a thousand words? <i>Hugh Dellar</i> (National Geographic Learning Cengage Learning)	Room 3.140 Bringing video into Business English courses: a fresh start <i>Claire Hart</i>	Room 3.142 Incorporating filmmaking into the curriculum <i>Vanja Fazinic</i>
13.15– 14.00	Lunch (sponsored by MELTA and Cornelsen)		
Session C 14.00– 15.00	Room 0.117 Visual Thinking Strategies: VTS in action <i>Jennie Wright</i>	Room 3.140 ESpecially effective: images in teaching English for Specific Purposes <i>Helen Strong</i>	Room 3.142 The power of images in teacher training <i>Ceri Jones</i> (Cambridge University Press)
15.00– 15.15	Break		
Session D 15.15– 16.15	Room 0.117 Opening the classroom to the mind's eye <i>Jane Arnold</i> (Helbling Languages)	Room 3.140 Media motivates! Using short films, videos and adverts in the classroom <i>Louise Carleton-Gertsch</i>	Room 3.142 Mobile videos: creating video to develop oral skills <i>Kat Robb</i>
16.15– 16.45	Coffee break (sponsored by Macmillan Education)		
Session E 16.45– 17.45	Room 0.117 Sound and vision for the multiple-stimuli generation <i>Fiona Mauchline</i> (Macmillan Education)	Room 3.140 Impact and engagement with image in business and finance <i>Julie Pratten</i> (Academic Study Kit)	Room 3.142 Make it visual: using imagery to create a compelling story <i>Maribel Ortega</i>
17.45– 18.00	Break		
18.00– 19.00	Room 0.117 (ground floor)	Closing plenary — Behind the looking-glass <i>Paul Driver</i> (British Study Centres)	