

# the image CONFERENCE

FILM, VIDEO, IMAGES AND GAMING  
IN ENGLISH LANGUAGE TEACHING



ESC. SECUNDÁRIA EÇA DE QUEIRÓS  
LISBON | PORTUGAL

13 - 14  
OCTOBER  
2017



## The Image Conference

The Image Conference, the annual conference of the Visual Arts Circle, is an innovative and collaborative project which seeks to explore the possibilities which film, video, images and video games offer to both language teachers and language learners. The rationale behind The Image Conference is that today we are saturated with visual stimulation and that the visual image has taken over. In the twenty-first century, the ability to interpret, analyse and create images is an integral part of literacy. The aim of The Image Conference is to put images at the centre of the language learning agenda and offer guidance on using images critically and creatively in language teaching in the age of the Internet. The Image Conference brings together leading experts and practitioners in the use of images in language learning who share their experiences, insights and know-how and provides participants with an excellent opportunity to enhance their competence in the innovative and creative use of images. The conference is held in a different city every year. So far it has been held in Barcelona, Spain, Brasília, Brazil, Córdoba, Spain, Munich, Germany and Valletta, Malta. We are very proud to be holding the sixth edition of the conference in collaboration with APPI in the beautiful city of Lisbon.

**Kieran Donaghy**

APPI is most honoured and delighted to have the opportunity to welcome the sixth edition of the prestigious The Image Conference. Having accepted Kieran's invitation to co-organise it for the first time in Portugal, the APPI Executive Committee has planned this singular professional development event with hard work and great gusto, and aimed at making a difference in the delegates' classroom practice and their students' performance.

This Conference has been made possible thanks to the generous support of the host school administration - *Escola Secundária Eça de Queirós* -, the team of qualified speakers, and all those involved both in the preparation and running of the event.

The APPI Executive Committee wishes delegates and speakers a high-quality, fruitful Conference.

**Alberto Gaspar**

**Welcome to our conference!**

## About APPI

APPI's activity is focused on improving English language teaching in Portugal. To this effect APPI has been providing their members with a number of opportunities for building their own professional development. APPI's mission is achieved through consistently appealing to members and teachers of English at large for a lifelong professional updating to be made possible both by APPI's human and material resources.

### A little bit of history

Between 1979 and 1984 the Portuguese teachers of English had the support of TESOL Portugal – a branch of [TESOL-Teachers of English to Speakers of Other Languages, Inc.](#), now TESOL International whom APPI is affiliated with.

APPI started taking shape in 1985 at the TESOL Portugal 6th Annual Convention held at *Escola Preparatória de Rio Tinto*, in Rio Tinto (Greater Porto) thanks to a few teachers already connected to TESOL Portugal – “APPI's founding members” – who made it their duty to have an association of teachers of English with a Portuguese name and recognised by Portuguese law. This took place in December 1985. A few months before this, on May 9-11 at *Escola Secundária de Benfica*, in Lisbon, APPI-TESOL (during the so-called transition period) had become a reality through the APPI-TESOL 7th Annual Convention. And APPI took off in 1986: prior to the 1st Annual Convention, which took place at *Escola Superior de Educação* in Viana do Castelo on May 8-10, APPI had 455 members; at the end of that Convention weekend it had 750 and has continued to grow steadily.

APPI shared a rented ground floor (no. 10) located in a very steep street in the typical Bica neighbourhood close to downtown Lisbon – someone suggested it would be '10 Down St.' – with two sister associations, APPF-French and APPA-German, for some years between 1986 and early 1996. In March 1996 APPI purchased its present-day headquarters situated in Rua Dr. Joaquim Manso, 1A 1500-240 Lisbon (Benfica).

Since its conception, APPI has gone through various changes in finding the best way to achieve its principal aim: to help improve English language teaching in Portugal embracing teachers of all levels. Maintaining this aim has made APPI expand its professional activities and membership to being one of the largest and most active non-profit-making associations of its kind in Europe.

## Our Conference Venue



Eça de Queirós Secondary School is the head office of Eça de Queirós School Cluster, also including Basic Schools Vasco da Gama and Parque das Nações, being at the same time the promoter organisation of a Qualifica Centre.

School community comprises about 200 teachers, more than fifty non-teaching staff, as senior technicians and technical and operational assistants and also around 2000 students among children, young people and adults, in an extensive and wide educational offer, from the pre-school to the secondary school, on a regular or professional basis.

In this context, the school cluster educational project could only be the lifelong education and training one in the fields of education, skills development, promotion of knowledge and qualification, as well as recognition, validation and certification of skills acquired by the adult students in formal or non-formal context, during working life.

In order to promote school and educational success, we make use of diverse strategies, inside and outside the classroom, ie, within the scope of curricular, extra-curricular or curriculum complement activities such as the study support, several activities, clubs and projects, national and international contests and participations. Numerous protocols and partnerships are established.

Aware of the importance of foreign languages learning, school English teaching is a strong commitment; after having integrated the pilot experience of the English bilingual teaching in the 1st cycle, now we just get the English teaching as an additional offer in 1st and 2nd school years and a curricular offer as of the 3rd school year.

In this school year, we count on the cooperation of an English language assistant, under Erasmus+ Programme, who will monitor the English language teaching and also the introduction to the English language teaching in the pre-school education.

In the constant search of a continuous improvement of school performance, we invest in the quality, efficiency and effectiveness, always aiming to achieve school performance excellence.

13<sup>th</sup> OCTOBER 2017

13:00	Welcome desk opens			
14:00 – 14:30	Opening Session - Auditorium 1			
14:30 – 15:30	<p>Opening plenary - Auditorium 1</p> <p>Using short films to foster empathy in language teaching</p> <p><b>Kieran Donaghy</b></p>			
15:30 – 15:45	Break			
15:45 – 16:30	<p>Auditorium 1</p> <p>Seeing is believing</p> <p><b>Lucy Bravo</b></p>	<p>Auditorium 2</p> <p>Conceptualising Language: Learner Generated Visuals</p> <p><b>Jade Blue</b></p>	<p>Auditorium 3</p> <p>Adapting Museum Education Resources for Language Learning</p> <p><b>Sylvia Karastathi</b></p>	
16:30 – 17:00	Coffee-break			
17:00 – 17:45	<p>Auditorium 1</p> <p>Oral skills through Digital Oracy: The Use of Video Production</p> <p><b>Elena Romero, Jelena Bobkina</b></p>	<p>Auditorium 2</p> <p>Your inner sensory world: Visualisation as gateway to multisensory learning</p> <p><b>Dave Tucker</b></p>	<p>Auditorium 3</p> <p>Destination: MoMA – The Museum of Modern Art</p> <p><b>Sónia Ferreira</b></p>	<p>Room 1</p> <p>Working with images</p> <p><b>Antonia Clare</b></p>
17:45 – 18:00	Break			
18:00 – 18:45	<p>Auditorium 1</p> <p>Masking Identity</p> <p><b>Joanna Norton</b></p>	<p>Auditorium 2</p> <p>Film projects made easy</p> <p><b>Samantha Lewis</b></p>	<p>Auditorium 3</p> <p>The power of images in the classroom</p> <p><b>Celeste Simões, Helena Oliveira</b></p>	

# 14<sup>th</sup> OCTOBER 2017 (morning schedule)

<b>08:00</b>	Welcome desk opens			
<b>09:00 – 10:00</b>	Plenary session 2 - Auditorium 1  Picturebooks and their films: multimodality on pages and screens  <b>Sandie Mourão</b>			
<b>10:00 – 10:15</b>	Break			
<b>10:15 – 11:00</b>	Auditorium 1  Becoming a part of the Visual Arts Circle (VAC)  <b>Anna Whitcher</b>	Auditorium 2  How Flipped Learning maximises film and video's potential  <b>Frank Mc Girr</b>	Auditorium 3  Eye-Catching Fun  <b>Claudia Correia</b>	Room 1  The visuals around us  <b>Paula de Nagy</b>
<b>11:00 – 11:30</b>	Coffee-break			
<b>11:30 – 12:15</b>	Auditorium 1  Using images to develop global competence  <b>Ben Goldstein</b>	Auditorium 2  Look up, look down, look forward, look back, look again  <b>Paul Dummett</b>	Auditorium 3  See what I mean?  <b>Helena Soares</b>	Room 1  Pictures into Words  <b>Aleksandra Jevtović</b>
<b>12:15 – 12:30</b>	Break			
<b>12:30 – 13:15</b>	Auditorium 1  Cultivating the Gaze: Making Meaning with Visual Narratives  <b>Nora Nagy</b>	Auditorium 2  Using short films to examine values in language education  <b>Kieran Donaghy</b>	Auditorium 3  Now you see it, now you don't  <b>Eduarda Nunes</b>	Room 1  From reader to writer/illustrator: citizenship in the EFL classroom  <b>Helena Mota Lopes</b>
<b>13:15 - 14:30</b>	Lunch			



# 14<sup>th</sup> OCTOBER 2017 (afternoon schedule)

<b>14:30 - 15:15</b>	<p>Auditorium 1</p> <p>Images that speak! - Exploiting visuals creatively</p> <p><b>Magdalena Wasilewska</b></p>	<p>Auditorium 2</p> <p>"There's nothing holdin' me back" - Using Music Videos</p> <p><b>Carlos Lindade</b></p>	<p>Auditorium 3</p> <p>The visual and the verbal: the power to produce</p> <p><b>Nicolas Hurst</b></p>	<p>Room 1</p> <p>Integrating image in ELT - free web tools and digital resources</p> <p><b>Susana Oliveira</b></p>
<b>15:15 - 15:30</b>	Break			
<b>15:30 - 16:15</b>	<p>Auditorium 1</p> <p>Language through ART projects</p> <p><b>Cathy Salonikidis, Vicky Papageorgiou</b></p>	<p>Auditorium 2</p> <p>Parody Ads</p> <p><b>Miguel Dias</b></p>	<p>Auditorium 3</p> <p>Lesson video adventures</p> <p><b>Magdalena Dygala</b></p>	<p>Room 1</p> <p>Images for a thousand words to be spoken</p> <p><b>Lília Vicente</b></p>
<b>16:15 - 16:45</b>	Coffee-break			
<b>16:45 - 17:30</b>	<p>Auditorium 1</p> <p>Getting to Grips with Graphic Organisers</p> <p><b>Diana England</b></p>	<p>Auditorium 2</p> <p>What's the story? Commercials in any language for teaching English?</p> <p><b>Shawn Severson</b></p>	<p>Auditorium 3</p> <p>The Authenticity of Getting To Know You</p> <p><b>Joanna Norton</b></p>	<p>Room 1</p> <p>Learning English and American Culture through an Epic War Film!</p> <p><b>Luísa Sousa</b></p>
<b>17:30 - 17:40</b>	Break			
<b>17:40 - 18:40</b>	<p>Closing plenary - Auditorium 1</p> <p>Fostering intercultural communicative competence through film</p> <p><b>Carmen Herrero</b></p>			
<b>18:40</b>	Closing Session			



# 13<sup>th</sup> October | 14:00 > 18:45

Opening session

14:00 > 14:30 - Auditorium 1



## Using short films to foster empathy in language teaching

KIERAN DONAGHY | Visual Arts Circle (Barcelona, Spain)

Opening plenary

14:30 > 15:30 - Auditorium 1

Empathy may be one of the qualities that distinguishes an average teacher from an excellent teacher in the eyes of the student. In this session we will examine the importance of empathy in language education and propose a number of highly practical and creative activities inspired by short films that foster empathy among both teachers and students.

| **Talk** - All audiences |

**Kieran Donaghy** is a teacher, trainer, and award-winning writer. His website Film English <http://film-english.com/> has won a British Council ELTons Award for Innovation in Teacher Resources. He is the author of Film in Action (Delta Publishing). You can find out more about Kieran and his work at his author website <http://kierandonaghy.com/>

15:30 > 15:45 – Break



## Seeing is believing

LUCY BRAVO | Knightsbridge Training Centre (Porto, Portugal)

15:45 > 16:30 Auditorium 1

This session will use imagery to make language come alive. As a visual learner, imagery has always played a huge part in my classroom. The use of images, video and how to exploit these is fundamental in making sure that it is not only motivational but also that these are being used as a useful learning tool.

| **Workshop** - Basic School (2nd and 3rd Cycle of Basic Education 10-15 years old) |

**Lucy Bravo**, Managing Director of Knightsbridge Examination & Training Centre, Lucy is a teacher, an accredited teacher trainer in Portugal & Cambridge University and author. She has an MSc in ELT Management, and her first degree was in design. Lucy is a Cambridge Teacher Trainer and has been speaking examiner for over 17 years. Lucy works with numerous private and state schools as a consultant assisting the schools implementing & running their own Cambridge English preparation courses programme. Lucy is also the Consultant Tutor on global training programme for teachers by Cambridge English (CETP).



## Conceptualising Language: Learner Generated Visuals

JADE BLUE | The English Language Centre (Hove, UK)  
15:45 > 16:30 Auditorium 2

This workshop addresses how the act of drawing differs from merely looking at an image and how drawing to generate rather than transcribe ideas leads to deeper understanding. We will explore a variety of practical classroom activities to help learners conceptualise language and aid comprehension, processing and retention.

| **Workshop** - Teachers of Adults |

**Jade Blue** is a teacher and teacher-trainer at The English Language Centre in Brighton, UK, and delivers seminars in the UK and Germany. She writes a reflective blog, has a special interest in using projects and imagery in ELT and is currently writing an ELT resource book on learner generated visuals.



## Adapting Museum Education Resources for Language Learning

SYLVIA KARASTATHI | New York College (Athens, Greece)  
15:45 > 16:30 Auditorium 3

This talk will introduce valuable resources for creating visual literacy tasks sourced from major museums and galleries. Exploring the work museum education departments do to deepen the engagement with their image collections, this talk will suggest ways teachers can adapt these image resources and related texts for language learning contexts.

| **Talk** - Secondary School (15-18 years old) |

**Dr. Sylvia Karastathi** is a teacher educator and lecturer in TESOL at New York College, Athens, Greece. She holds a PhD on contemporary literature and visual culture, an MA in Modern Literature and Culture, and she has recently completed her DELTA. Sylvia's current research interests are in visual literacy in higher education.

16:30 > 17:00 – Coffee-break



## Oral skills through Digital Oracy: The Use of Video Production

ELENA ROMERO | Complutense University (Madrid, Spain)  
JELENA BOBKINA | Polytechnic University (Madrid, Spain)  
17:00 > 17:45 Auditorium 1

New technologies have recently facilitated the shift to an active student use of digital videos as a learning tool in the EFL/ESL classroom. However, not everything is acceptable. This session unveils the important role of digital oracy in the students' production of videos that serve to enhance their oral skills.

| **Talk** - Secondary, Adults, Higher Education |

**Elena Romero** and **Jelena Bobkina** are senior lecturers in the Department of English Language and Linguistics at the Complutense University of Madrid (UCM) and the Polytechnic University of Madrid (UPM), respectively. They have shared graduate students and academic interests in Higher Education and EFL/ESL, with co-authored publications in journals and monographs. They belong to the Manchester Metropolitan FLAME Research Group and are active members of numerous Complutense Research Projects on Innovative Teaching.



## Your inner sensory world: Visualisation as gateway to multisensory learning

DAVE TUCKER | International House Santa Clara (Coimbra, Portugal)

17:00 > 17:45 Auditorium 2

The world inside our own head provides uniquely personalised and powerful learning opportunities. We'll examine the science behind visualisation and how what we see in our head can activate the various sensory areas of the brain, making activities engaging, enjoyable and memorable for all ages.

| **Workshop** - All audiences |

**Dave Tucker** has been in ELT for 30 years. By turns teacher, trainer, DoS, school owner and author, he is passionate about teaching and learning. He is author of fourteen books for YLs and YL teachers and has delivered workshops on four continents. Dave now writes, teaches, trains and travels.



## Destination: MoMA – The Museum of Modern Art

SÓNIA FERREIRINHA | APPIforma - CPD Centre Director (Lisbon, Portugal)

17:00 > 17:45 Auditorium 3

Everything is visual nowadays, information runs so fast that most of the time we do not have time to reflect on it, to record it. So, how can we take advantage of this digital era and make learning memorable and challenging to our digital kids? And how can we at the same time foster their social and soft skills without leaving the classroom? I invite you to join me on this intergalactic journey. Destination: MoMa.

| **Workshop** - Kindergarten / Basic School (1st Cycle of Basic Education 6-9 years old) |

**Sónia Ferreira** has a degree in "Teaching English and Portuguese" to 2º CEB. Master Degree in "Teaching English as a Foreign Language", Nova University - Lisbon. Member of APPI's board, Director of APPI's Teacher Training Center and APPInep's SYG coordinator. Teacher of English at Kindergarten and primary levels.



## Working with images

ANTONIA CLARE | Freelance

17:00 > 17:45 Room 4

Images are motivating. Working with images helps us to make our lessons more enjoyable and more memorable. This practical session will look at a variety of activities, using both still image and video, that can be used in class to engage our learners, promote speaking and encourage creativity.  
| **Workshop** - Teachers of Adults |

**Antonia Clare** is a teacher trainer, conference speaker and writer. Her special interests include the use of video and new technologies in ELT, creativity and the psychology of language learning. She has taught in many countries around the world, and co-authored successful coursebook titles including *Total English* and *Speakout*.

17:45 > 18:00 – Break



## Masking Identity

JOANNA NORTON | University of the Arts (London, United Kingdom)

18:00 > 18:45 Auditorium 1

Speaking in public presents learners with numerous challenges, particularly when talking about their work in an academic context. Masking Identity was a classroom-based project carried out during the Summer (2017) Preessional at UAL to scaffold speaking. Taking inspiration from Gillian Wearing's use of masks, the project explored learners' multiple identities through imagery and mobile technology to develop speaking skills.

| **Talk** - All audiences |

**Joanna Norton** teaches at the University of the Arts (UAL) in London. She works across colleges and disciplines with students from foundation to postgraduate level. As a creative thinker, her primary area of interest lies at the confluence of divergent disciplines. She is currently working within Applied Imagination to reimagine ELT for the 21st century.



## Film projects made easy

SAMANTHA LEWIS | sponsored by British Council Madrid (Madrid, Spain)

18:00 > 18:45 Auditorium 2

Learners love the idea of making films in class, but film projects are not without their complications for learners and teachers. This workshop presents a straightforward procedure to confidently guide learners through the process from storyboarding to recording and editing and participants will plan their own film along the way!

| **Workshop** - Basic School (2nd and 3rd Cycle of Basic Education 10-15 years old) |

**Samantha Lewis** works for the British Council in Madrid teaching young learners and teens and as the academic coordinator of lower-secondary classes. She has co-authored upper and lower-secondary coursebooks with Cambridge University Press and writes for the British Council *LearnEnglish Teens* website. She is particularly interested in carrying out project work with teenagers.



## The power of images in the classroom

CELESTE SIMÕES | APPI / Agrupamento de Escolas de Carregal do Sal (Carregal do Sal, Portugal)

HELENA OLIVEIRA | Colégio Moderno (Lisbon, Portugal)

18:00 > 18:45 Auditorium 3

There are many different ways to use images in the classroom, and it doesn't take that much to create a wonderful lesson with our students. We welcome you on this journey through a bunch of simple, easy to use activities ready for next lesson.

| **Workshop** - Basic School (2nd and 3rd Cycle of Basic Education 10-15 years old) |

**Celeste Simões** has a degree in English and German (FLUC) and a PhD in Translation Studies (FLUC). She is an EFL materials writer and teacher trainer with more than 25 years' teaching experience.

**Helena Oliveira** has a degree in Modern Languages and Literature (FLUC), and holds a master's degree in English Didactics (FCSH-UNL). She teaches English to pre-teens and teenagers. She is an APPI member, actively participates in their conferences and seminars.

14<sup>th</sup> October | 09:00 > 18:40



## Picturebooks and their films: multimodality on pages and screens

SANDIE MOURÃO | APPI (Rio Seco, Portugal)

Plenary session 2

09:00 > 10:00 Auditorium 1

Literacy pedagogy has been expanded to include a variety of text forms, moving away from a single focus on the word and recognizing other representational modes such as the visual image, sound, gesture and spatial organisation (New London Group, 1996). Multimodal texts like picturebooks and film can bring these different modes into the classroom and afford opportunities for teachers and learners to use English through interaction with and around these texts. This plenary will look at two picturebooks and their short animated films. Each is suitable for language learning in different contexts, from primary through to secondary education. I will analyze the different teaching / learning affordances each book and its film offers and suggest ways in which they can be integrated successfully into a learning programme ensuring that learners are actively involved in thinking and interpreting through English.

| **Talk** - All audiences |

**Sandie Mourão** (PhD) is a teacher educator, author and educational consultant. She is co-editor of 'Early Years Second Language Education: International Perspectives on Theory and Practice' (Routledge) and the open access 'Children's Literature in English Language Education journal' [<http://clelejournal.org/>]. Her research interests include early years language learning, picturebooks in language learning and classroom-based research. <http://sandiemourao.eu>

10:00 > 10:15 – Break



## Becoming a part of the Visual Arts Circle (VAC)

ANNA WHITCHER | Self-employed (California, USA)

10:15 > 11:00 Auditorium 1

Have you heard about the Visual Arts Circle but don't know what it is or what we do? In this talk, I'll give some background idea behind the idea of VAC and what the group hopes to achieve. Aspects such as membership, roles, projects, and other involvement will be discussed.

| **Talk** - All audiences |

**Anna Whitcher** is a writer, editor, and video producer of ELT materials. With a Master's in English Composition, she has taught ESL/EFL and Spanish to teenagers and adults in the US and in Europe. She is co-founder of the Visual Arts Circle with Kieran Donaghy.



## How Flipped Learning maximises film and video's potential

FRANK Mc GIRR | Volkshochschule (VHS) Freelance teacher (Bremen, Germany)

10:15 > 11:00 Auditorium 2

By 2021, IP video traffic will account for 82 percent of all Internet traffic (Cisco Systems). This shift to video has led to the collapse in the market for traditional text books (Pearson). In his talk, Frank will demonstrate how teachers can create video rich lessons, will show examples of material he produces for his film club, and discuss the pros and cons for teachers, students and institutions of using a flipped learning approach.

| **Talk** - Teachers of Adults |

**Frank Mc Girr** was born in Ireland. He moved to London in 1990 and lived for 18 years. Before moving to Germany he completed a CELTA course at St. Giles College in Highgate. He holds a Fine Art Degree, and a Postgraduate Diploma in Photography from Central Saint Martins College of Art.



## Eye-Catching Fun

CLAUDIA CORREIA | Freelancer (Viseu, Portugal)

10:15 > 11:00 Auditorium 3

Keep an eye out for this workshop where images will take centre stage and enhance learner motivation through pictures, games and a twist of mental imagery. In the blink of an eye you'll have your students hooked on fun and actively participating in classroom activities.

| **Workshop** - Basic School (2nd and 3rd Cycle of Basic Education 10-15 years old) |

**Claudia Correia**, born in the USA, is a CELTA qualified teacher who translates her eleven years of English Language Teaching into training and teaching students of all ages. Having undertaken the challenge of English Language Instructor at Felician College (New Jersey, USA) back in 2010, she is currently working as an ESP instructor and ESL teacher in Viseu, Portugal.



## The visuals around us

PAULA DE NAGY | IH Teacher Training Lisbon (Lisbon, Portugal)

10:15 > 11:00 Room 1

This workshop will seek to demonstrate a range of simple ideas that can be explored in classrooms. In each case, the starting point for the activity will be an image or visual already available in the classroom.

| **Workshop** - Teachers of Adults |

**Paula de Nagy** has worked as an English Language Teacher since 1983. In that time, she has been involved in teaching learners of all ages and in different contexts and has also been involved in training on many different courses such as: CELTA, DELTA, YL courses, courses for mainstream teachers, etc. She is currently Director Teacher Training at IH TT Lisbon.

11:00 > 11:30 – Coffee-break



## Using images to develop global competence

BEN GOLDSTEIN | Cambridge University Press (Barcelona, Spain)

11:30 > 12:15 Auditorium 1

Global competence focuses on developing particular skills and attitudes, the knowledge and understanding of global issues and intercultural concerns. It encourages critical thinking and the embracing of cultural diversity. In a world in which isolationism is becoming all the more commonplace, it is imperative that our learners become globally competent individuals. This talk outlines the importance of the concept and how, using the visual image, it can be easily incorporated in class in both practical and engaging ways.

| **Talk** - All audiences |

**Ben Goldstein** has taught English for over twenty-five years in the UK, Spain and Hong Kong. He currently teaches on The New School's online MATESOL program (New York). He is the co-author of the secondary series "Eyes Open" / "Uncover" and of the adult coursebook 'English Unlimited Advanced' (all Cambridge). He has also published with Cambridge the teachers' methodology handbooks 'Working with Images' and co-authored with Paul Driver 'Language Learning with Digital Video' (winner of the 2016 ESU English Language Awards).



## Look up, look down, look forward, look back, look again

PAUL DUMMETT | National Geographic Learning (Oxford, United Kingdom)

11:30 > 12:15 Auditorium 2

We do not always choose what we remember. Often our memories choose us. Exploring this idea, the workshop presents six thoughtful (and transferable) classroom activities using images and mental imagery which aim to make language learning more memorable.

| **Workshop** - Teachers of Adults |

**Paul Dummett** is a teacher and writer based in Oxford, UK, who works principally with NGL (author of coursebooks *LIFE* and *Keynote*). He is particularly interested in techniques that allow for deeper processing and that make learning more memorable for language students. Images and stories play a key part in this.





## See what I mean?

HELENA SOARES | Agrupamento de Escolas Poeta António Aleixo (Portimão, Portugal)  
11:30 > 12:15 Auditorium 3

We live in a visual world, where students communicate using emoticons and memes. However, using image-based activities doesn't necessarily mean high tech. This workshop will focus on low and mid tech activities that are fun and engaging, cover a wide range of skills and can be used with students of all ages.  
| **Workshop** - All audiences |

**Helena Soares** is a teacher with experience in all levels, from young learners to university students, an accredited teacher trainer and coursebook author. Particularly interested in CLIL, multiple intelligences and using technology in the classroom.



## Pictures into Words

ALEKSANDRA JEVTOMIĆ | 'ANGLIA' School of English (Novi Sad, Serbia)  
11:30 > 12:15 Room 1

It has been said that one picture is worth a thousand words. By the same token one picture book is worth many thousand words. With their beautiful, artistic illustrations picture books inspire students to be creative and produce much and varied language. It is the aim of the workshop to provide you with the practical activities for a range of lexical and grammatical items as well as for speaking and writing practice.  
| Workshop - Secondary School (15-18 years old) |

**Aleksandra Jevtović** is a teacher and a teacher trainer who works in a private language school where she teaches high level students (B2 to C2 levels) and prepares them for international English language exams. Aleksandra is particularly interested in creating extensive reading programmes and translation as an EFL teaching tool.

12:15 > 12:30 – Break



## Cultivating the Gaze: Making Meaning with Visual Narratives

NORA NAGY | University of Pécs (Kisvárd, Hungary)  
12:30 > 13:15 Auditorium 1

This talk demonstrates how classroom discussions based on a classic painting within a contemporary intertext can contribute to the participants' critical literacy and second language development. The

example is set in the wider context of a task-and inquiry-based course in multimodal discourse analysis for BA-level English Studies university students.

| **Talk** - Teachers of Adults |

**Nora Nagy** has been involved in language teaching and ELT writing and editing for over ten years. She is a PhD student in Applied Linguistics/TESOL at the University of Pécs. Her research explores the use of multimodal narratives and literature in language and literacy education and curriculum design.



## Using short films to examine values in language education

KIERAN DONAGHY | Visual Arts Circle (Barcelona, Spain)

**12:30 > 13:15** Auditorium 2

Although the teaching of values is often overlooked in language education, it is a vital area. In this session I will examine the importance of values in language education and propose practical activities designed around short films, which encourage teachers, and students to reflect on values. I will also examine some of the issues in teaching values.

| **Talk** - All audiences |

**Kieran Donaghy** is a teacher, trainer, and award-winning writer. His website Film English <http://film-english.com/> has won a British Council ELTons Award for Innovation in Teacher Resources. He is the author of Film in Action (Delta Publishing). You can find out more about Kieran and his work at his author website <http://kierandonaghy.com/>



## Now you see it, now you don't

EDUARDA NUNES | Escola Secundária Emídio Garcia (Bragança, Portugal)

**12:30 > 13:15** Auditorium 3

"Now you see it, now you don't" is a journey from the pre-historical murals to a 2017 short animation film. It focuses on the plans, angles and camera movements as options to tell a story. A few activities will include film literacy and filling in a film file.

| **Workshop** - Secondary School (15-18 years old) |

**Eduarda Nunes** is an English school teacher, with experience in basic, secondary and professional teaching, currently coordinating the PNC (national cinema plan) at her school. She has been a speaker at APPI Conference events. She is mostly interested in the role of films to develop her students listening/speaking skills.



## From reader to writer/illustrator: citizenship in the EFL classroom

HELENA MOTA LOPES | Agrupamento de Escolas de Miranda do Corvo / CETAPS, Nova University (Lisbon, Portugal)

12:30 > 13:15 Room 1

This talk aims to present an example of how reading picturebooks can motivate young teenagers to become writers and illustrators of their own stories and how discussing and reflecting on citizenship issues portrayed in picturebooks encourages them to engage in meaningful communication and creative self-expression.

| **Talk** - Basic School (2nd and 3rd Cycle of Basic Education 10-15 years old) |

**Helena Mota Lopes** is an EFL teacher in Portuguese state schools. She has also been involved in teacher training. She holds an MA in English Studies and is a PhD student at the Faculty of Social Sciences and Humanities, Nova University Lisbon. She is a researcher at CETAPS.

13:15 > 14:30 – Lunch



## Images that speak! - Exploiting visuals creatively

MAGDALENA WASILEWSKA | Freelance (Świdry, Poland)

14:30 > 15:15 Auditorium 1

How to choose images that encourage students to speak? Where to look for new ideas? How to connect coursebook with new technology effectively. Instagram, Pinterest, memes, emoticons and images "hidden" in our students' phones - that is the new language that we teachers have to learn. Engaging workshop full of fresh ideas ready to use in the classroom.

| **Workshop** - Secondary School (15-18 years old) |

**Magdalena Wasilewska** is a graduate of Warsaw University in Poland - Teacher Training College and American Studies Center. Teacher with over 20 years of experience, DOS in a private school of English "Green Hills Academy", a graduate of Teacher Trainer Academy -DOS- ELTea, Cambridge examiner, conference speaker and a blogger (<http://visualteaching.blogspot.com>). Member of IATEFL Poland, FILTA and VISUAL ARTS CIRCLE. Her main interests include Cambridge exams preparation, visual literacy and the use of images and films in the classroom.



## "There's nothing holdin' me back" - Using Music Videos

CARLOS LINDADE | Areal Editores (Portugal)

14:30 > 15:15 Auditorium 2

Music and motivation go hand in hand when it comes to ELT. However, research shows that listening is often a neglected literacy skill, which is worrying, considering the role listening plays in communication and collaboration, two of the four Cs. This talk aims to highlight practical activities designed around music videos and an Active Listening framework.

| **Talk** - Basic School (2nd and 3rd Cycle of Basic Education 10-15 years old) |

**Carlos Lindade** is a Portuguese Canadian freelance teacher involved in teacher training and writing course material for Portuguese EFL students (U Dare 9, 2015; Stars 4, 2016). In previous conferences he has covered topics from Active Listening to Digital Literacies. He is currently attending a PhD in Advanced English Studies in the University of Vigo.



## The visual and the verbal: the power to produce

NICOLAS HURST | Faculty of Letters, University of Porto (Porto, Portugal)

**14:30 > 15:15** Auditorium 3

This talk will describe a set of activities aimed specifically at getting B2 level learners to produce individual texts, both spoken and written, after viewing of a short film. The theoretical background and the subsequent learning activities in the classroom itself are discussed.

| **Talk** - Secondary School (15-18 years old) |

**Nicolas Hurst** is an Assistant Professor of English Studies. Teacher of English Language and lecturer in ELT methodology. Teaching practice supervisor. PhD in Cultural Studies (University of Porto, 2014). Numerous articles published in Portugal and abroad. Regular speaker at local and international conferences. ELT coursebook consultant.



## Integrating image in ELT - free web tools and digital resources

SUSANA OLIVEIRA | Agrupamento de Escolas de Sobreira (Paredes, Portugal)

**14:30 > 15:15** Room 1

Taking into consideration the evident benefits of using images in language teaching, I bring you a selection of free web tools and digital resources for integrating images innovatively and creatively in the EFL classroom, in order to make English teaching more effective and to engage learners.

| **Workshop** - Basic School (2nd and 3rd Cycle of Basic Education 10-15 years old) |

**Susana Oliveira** is an Elementary and Secondary English teacher and teacher trainer, graduate in English and German by *Faculdade de Letras da Universidade do Porto*, postgraduate in Educational Computer Science and a master in Educational Science by *Universidade Católica Portuguesa*.

15:15 > 15:30 – Break



## Language through ART projects

CATHY SALONIKIDIS | Freelancer (Thessaloniki, Greece)

VICKY PAPAGEORGIOU | Metropolitan College (Thessaloniki, Greece)

15:30 > 16:15 Auditorium 1

Art projects can bring your students back to the creative forefront because they can be stimulating developing the students' critical thinking, helping them use their language skills in the real world (through study visits in museums/art galleries) and simultaneously can improve the students' fluency skills. We are going to go through some ideas for such projects and how you can make the most out of them.

| **Workshop** - Secondary School (15-18 years old) |

**Cathy Salonikidis** has been an ESL teacher for over 24 years and has taught in Canada, U.S., Colombia, U.K. and Greece. She has a B.A. in Spanish and a graduate Diploma in TESOL from Concordia University in Canada. She is also a Cambridge and Michigan speaking examiner, regular presenter and a board member of the TESOL Macedonia Thrace of Greece.

**Vicky Papageorgiou** is an ESL teacher who studied in Greece, Italy and the UK but also participated in an international project for the McLuhan program (University of Toronto, Canada). Her fields of interest are EdTech, ESL and Art, creativity. She divides her time between Greece (Metropolitan College) and the UK (Oxford St Clare's College). She is also a co-editor at ELTA Serbia Publications and one of the editors for the Visual Arts Circle.



## Parody Ads

MIGUEL DIAS | Agrupamento de Escolas Lima-de-Faria (Cantanhede, Portugal)

15:30 > 16:15 Auditorium 2

This workshop will mainly consist of practical ideas and activities using anti-advertisements known as PARODY ADS (or SPOOF ADS) in the classroom. After a brief introduction to the adbusters movement (also known as culture jamming or subvertising), we will discuss the why, when and how of these particular ads in TEFL classes.

| **Workshop** - Secondary School (15-18 years old) |

**Miguel Dias**, 48, has been teaching English for the last 25 years in Portuguese state schools. He also has worked as a teacher trainer both for APPI and other institutions. His fields of interest lay in materials development, particularly the use of rock songs and films in the classroom. He is currently working at Agrupamento de Escolas Lima-de-Faria, Cantanhede.



## Lesson video adventures

MAGDALENA DYGAŁA | University of Technology and Humanities (Radom, Poland)

15:30 > 16:15 Auditorium 3

Do you want to get some tips on how to make your class an unforgettable experience for your students? Then come and 'see it, hear it and do it' with me. In this workshop you will get inspired by 'crazy video adventures' which will give you the idea how you can engage your students in the process of learning.

| **Workshop** - Secondary School (15-18 years old) |

**Magdalena Dygała** is a teacher trainer and EFL teacher at high school in Poland. In 2014 she was one of the winners of the International Headway Scholarship and participated in a 2-week professional development course at Exeter College in Oxford. Magda loves involving her students in video projects as well as teaching English through music.



## Images for a thousand words to be spoken

LÍLIA VICENTE | Directorate-General for School Administration (Lisbon, Portugal)

15:30 > 16:15 Room 1

Humans are very visual creatures. A large percentage of our brain dedicates itself to visual processing. Our love of images lies with our cognition and ability to pay attention. Studies have shown that the learning of words or concepts is strengthened when images are used to convey their meaning.

| **Workshop** - Basic School (2nd and 3rd Cycle of Basic Education 10-15 years old); Secondary School (15-18 years old) |

**Lília Vicente** holds a degree in Modern Languages and Literatures – English/German and a Masters in Pedagogical Supervision and Teacher Evaluation. A teacher trainer with about 30 years' teaching experience, she joined the Ministry of Education 5 years ago. For her, an image is worth a thousand words to be spoken.

16:15 > 16:45 – Coffee-break



## Getting to Grips with Graphic Organisers

DIANA ENGLAND | International House Torres Vedras (Torres Vedras, Portugal)

16:45 > 17:30 Auditorium 1

This practical session looks at the value of different types of graphic organisers in helping different ages and levels of students explore, analyse, understand and remember various concepts and language points. Participants will go away with lots of examples they can use or adapt for their own teaching and classes.

| **Workshop** - Basic, Secondary, Adults |

**Diana England** is Director of Studies at IH Torres Vedras and has given various courses to Portuguese state school teachers through the *Centro de Formação das Escolas* in Torres Vedras and Lourinhã. She is a co-owner of IH Teacher Training in Lisbon. She holds an MA in TEYL from the University of York.



## What's the story? Commercials in any language for teaching English?

SHAWN SEVERSON | International House Porto (Porto, Portugal)

**16:45 > 17:30** Auditorium 2

Tap into commercials found on the web to mine for stories just waiting to be told! Commercials are meant to tell a whole narrative in just a few seconds. So why not lend an ear (or an eye) even to commercials in other languages to kickstart students' language production.

| **Workshop** - Secondary School (15-18 years old) |

Since moving to Portugal a decade ago, **Shawn Severson** has explored the use of technology in the classroom to enhance teaching. Another area, marketing, has touched his teaching practice in unexpected ways. While working at promoting the school, his work in marketing has unveiled how selling tools can stimulate English learning.



## The Authenticity of Getting To Know You

JOANNA NORTON | University of the Arts (London, United Kingdom)

**16:45 > 17:30** Auditorium 3

Keep an eye out for this workshop where images will take centre stage and enhance learner motivation through pictures, games and a twist of mental imagery. In the blink of an eye you'll have your students hooked on fun and actively participating in classroom activities.

| **Workshop** - Basic School (2nd and 3rd Cycle of Basic Education 10-15 years old) |

**Joanna Norton** teaches at the University of the Arts (UAL) in London. She works across colleges and disciplines with students from foundation to postgraduate level. As a creative thinker, her primary area of interest lies at the confluence of divergent disciplines. She is currently working within Applied Imagination to reimagine ELT for the 21st century.





## Learning English and American Culture through an Epic War Film!

LUÍSA SOUSA | Agrupamento de Escolas de Pevidéns (Guimarães, Portugal)

16:45 > 17:30 Room 1

"Culture is more than history, as human spirit is more than history." This session is aimed at underlining how Listening, Reading, Writing, Speaking, Strategic Learning, Critical Thinking and Creative Writing can be developed by exploring "The Patriot" - "a 2000 American epic historical fiction war film" - through new tools and strategies.

| **Workshop** - Secondary School (15-18 years old) |

**Luísa Sousa** has a degree in Modern Languages and Literatures and a Masters in American Studies. She has been teaching English in Portuguese schools since 1997. With presentations at conferences and papers in journals, she is also a Teacher Trainer for APPI. Her interests include British and American Culture, Literature and Cinema.

17:30 > 17:40 – Break



## Fostering intercultural communicative competence through film

CARMEN HERRERO | Manchester Metropolitan University (Manchester, UK)

17:40 > 18:40 Closing plenary - Room 1

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 and linguistic diversity. The overall goal of this presentation is to consider different approaches to promote ICC through the use of film and short films in English. The pedagogical model outlined in this presentation takes into account the changes in the concept of the term literacy due to the new social, cultural and technological practices, and captures the paramount importance of multimodal communication and Media Literacy in learning and teaching English as L2. This presentation will offer a series of practical classroom activities covering a range of language levels (from Primary to Higher Education).

| **Talk** - Teachers of Adults |

**Dr Carmen Herrero** is a Principal Lecturer in Hispanic Studies and Director of the Research group FLAME (Film, Languages and Media in Education) at the Manchester Metropolitan University (UK). She is contributing to the OWRI – Cross Language Dynamics Research Programme with work focused on generating new understandings of film literacy and languages. Carmen is the co-founder and co-director of FILTA (Film in Language Teaching Association (<http://www.filta.org.uk>)), and the founder and film curator of the Beyond Babel Multilingual Festival. For further information on her research on publications, see [http://www2.mmu.ac.uk/languages/staff/profile/index.php?profile\\_id=184](http://www2.mmu.ac.uk/languages/staff/profile/index.php?profile_id=184)

18:40 Closing Session - Auditorium 1



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## ABOUT APPIforma

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A **Oferta de Formação** e o **Plano de Formação** para **2018** estarão disponíveis no website da APPI, a partir de meados de dezembro: <http://www.appi.pt/appiforma/annual-professional-development-pd-programme/>

O Plano de Formação vai sendo atualizado ao longo do ano, de janeiro a dezembro. Consulte-o em [www.appi.pt](http://www.appi.pt) com regularidade para estar informada/o do seu conteúdo.

A APPI e o seu Centro de Formação APPIforma irão dinamizar ações de formação creditadas durante o ano letivo de 2017/2018, em parceria com alguns Centros de Formação de Associação de Escolas do país.

Relembramos ainda que continuaremos a dinamizar, além dos cursos de formação, Seminários Regionais e o Congresso Anual APPI também creditados pelo Conselho Científico-Pedagógico da Formação Contínua:

- Seminário Regional APPI /Açores | fevereiro 2018

- Congresso Anual | 28, 29 e 30 de abril 2018

**Recordamos os interessados que 'The Image Conference, Lisbon 2017' está acreditada pelo Conselho Científico-Pedagógico da Formação Contínua em 0,5 unidade de crédito.**

Para contratualização, calendarização e localização de ações de formação e outro tipo de informação é favor contactar Sónia Ferreirinha, Diretora de APPIforma, para:

[appiforma@appi.pt](mailto:appiforma@appi.pt) ou Tlm: 96 957 0805

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# GENERAL INFORMATION

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## **Conference venue**

The Seminar is taking place at:

- **Ground floor** (school atrium; Auditorium 1 & 3; Room 1)
- **Floor 1** (Auditorium 2)

**Reception desk** – it opens at 13.00 in the school atrium

**Bookshop and ELT Resources Exhibition** - school atrium

Livraria Britânica

British Council

Cambridge English Language Assessment

Cambridge University Press

EBC Education

Embaixada dos Estados Unidos da América

International House Torres Vedras | Lisbon

Leirilivro

LeYa - Texto e Asa Editores

Macmillan / Lexilivros

MultiWay

Oxford University Press

## **Lunch on 14/10**

- lunch break: 13.15 – 14.30
- available at the school canteen (€10 - to be paid at the reception desk):  
pre-booking required to [socios@appi.pt](mailto:socios@appi.pt) till Wednesday, 11.

## **Coffee breaks**

- at the school atrium: sponsored by International House Torres Vedras | Lisbon

## **Parking**

- outside the school

## THANK YOU

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**APPI and Kieran Donaghy would like to express their thanks to:**

Escola Secundária Eça de Queirós Executive Board

Turmas de 10.º, 11.º e 12.º anos do Curso Profissional de Organização de Eventos:

- Professora responsável: Antonieta Rocha

Turma do 11º ano do Curso Profissional de Multimédia:

- Professora responsável: Elsa Mota

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