



## Materials Writers Interest Section (MWIS)

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### This Week's MWIS Events

#### **TESOL in Focus: "How to Get Published in TESOL and Applied Linguistics Journals"**

*Wednesday, March 22 - 2 pm–4:45 pm, Grand Ballroom A, Sheraton Seattle*

This session provides authors with advice on how to get published in academic journals. Editors from a number of journals discuss what they are looking for in submissions to their journal and answer audience questions.

#### **Dialogue: "Becoming a Materials Writer in the Digital Age"**

*Wednesday, 2 pm–2:45 pm, Metropolitan B, Sheraton Seattle*

Whether you're an aspiring writer or have already published, join this discussion on working as a materials writer in today's digital world. What choices do you have? What challenges do you face? Where can you find support? Gain insights from authors with extensive experience in print and digital media.

#### **Dialogue: "Current and Future Trends in Teacher-Created Digital Materials"**

*Wednesday, 3 pm–3:45 pm, Madrona, Sheraton Seattle*

Many teachers create materials for their students, but how many of us create digital materials? Is that necessary? Will it be? What support do teachers need to move into digital materials writing? Come discuss these issues and share resources and examples to advance your materials development technologically.

#### **Practice-Oriented Presentation: "Addressing the Digital Divide in ELT Materials Evaluation"**

*Wednesday, 4 pm–4:45 pm, Madrona, Sheraton Seattle*

Many ELT materials are available in digital form; however, materials evaluation continues to focus on print. This presentation addresses the gap by expanding evaluation criteria to address both the pedagogical and technological components of digital material and is applied to two online commercial language courses.

MWIS open business meeting on **Wednesday, 22 March, from 6:45 pm to 8:15 pm in Room 617 of the Washington State Convention Center**. Social Event – **8:30 p.m.** at The Elephant & Castle, 1415 5<sup>th</sup> Ave.

#### **Practice-Oriented Presentation: "Creating Effective Electives: A Needs-Based Approach in Curriculum Design"**

*Thursday, March 23 - 9:30 am–10:15 am, Room 210, Convention Center*

In an ideal curriculum, the needs of a student population are addressed to help achieve their academic goals. In this presentation, the speaker shares a needs analysis approach to assess the needs of a specific student population to guide the creation of an IEP elective.

#### **Practice-Oriented Presentation: "Self-Publishing ELT Materials"**

*Thursday, 9:30 am–10:15 am, Metropolitan A, Sheraton Seattle*

The rise of e-books and print-on-demand paperbacks has made self-publishing possible for individual authors. Find out what's involved, from formatting e-book and paperback files to royalty rates to marketing and publicity. Learn different ways self-publishers create covers, handle art and audio, and arrange for editing and proofreading.

### **Dialogue: “Enriching Publisher-ESL Program Relationships”**

*Thursday, 10:30 am–11:15 am, Juniper, Sheraton Seattle*

Do ESL programs and publishers really understand each other's roles and needs? How can developing relationships with each other maximize effective use of publisher materials in the classroom and improve professional program development? Join an open discussion between publishers and programs with the aim of helping develop these ideas.

### **Research-Oriented Presentation: “Harnessing Graphic Design for a More Enriching ELT Experience”**

*Thursday, 11:30 am–12:15 pm, Juniper, Sheraton Seattle*

The graphic design of ELT materials is an overlooked and generally underappreciated element of the same. Generally, it is considered more for making things look prettier. The presenters propose to analyze how graphic design may be better used in the elaboration of more effective materials.

### **ILGBTF Panel: “7 Topics Absent From ELT Textbooks: Keeping Hidden Curriculum Hidden”**

*Thursday, 1 pm–2:45 pm, Room 618, Convention Center*

We're very pleased to be working with the International Lesbian, Gay, Bisexual, Transgendered and Friends (ILGBTF) A panel about topics such as Politics Alcohol Religion Sex Narcotics, Isms, and Pork (PARSNIPS) that are considered too taboo to use in textbooks or in the classroom. Scott Thornbury will talk about PARSNIPS, what they are, and why they exist. Keith Folse will discuss his working with publishers and trying to get a textbook with LGBT issues published. Walton will speak about his experiences raising controversial topics in classrooms of conservative students, and Lara Ravitch, U of Oregon, will talk about strategies to integrate LGBTQ topics into ELT curriculum and materials writing.

### **Workshop: “Online Tools to Boost Your Author Presence”**

*Thursday, 3 pm– 4:45 pm, Tahoma 4, The Conference Center*

Whether traditionally published, self-published, or not yet published, authors today can use online tools to further their careers. Learn tips and techniques of some of the most popular online tools, such as websites, blogs, and social media, to build your reputation, maximize your profile, build relationships, and increase your following.

### **VDMIS InterSection Panel: “Fostering Digital Responsibility by Understanding Fair Use”**

*Thursday, 1 pm–2:45 pm, Room 61, Convention Center*

MWIS was invited to participate in the Video and Digital Material (VDMIS) InterSection panel. This panel will look at issues related to how authors find and acquire rights to digital materials or use public domain/Creative Commons and open source/royalty-free digital materials, how teachers teach students what fair use is in student writing or in creating their own digital materials, and the steps digital creators can take to encourage fair use of their own material. Panelists include Julie Lopez (VDMIS), Nancy Overman (Second Language Writing IS), and Nicky Hockly (MWIS/VDMIS).

### **MWIS InterSection Panel: “Meeting Today’s Needs and Tomorrow’s Realities in ELT Materials”**

*Friday, 9:30 am–11:15 am, [CHANGE OF VENUE now in Rm 606-607 Convention Centre](#)*

This year will share insights and challenges regarding e-books, digital materials, and traditional books from the point of view of materials writers (MWIS), program administrators (PAIS), and computer-assisted language learning (CALL-IS). Jane will open the panel with an overview of research results regarding preferences for electronic or physical books. Dorothy Zemach (MWIS) will discuss how to meet market needs with self-published materials, and Marilyn Rosenthal (MWIS) will discuss the role of content in e-learning development. From the technical point of view, Christine Sabieh (CALL-IS) will talk about the capabilities and limitations of e-books, open education resources, and e-book usage in the classroom. Representing the program administrator's point of view, Kelly Schroeder (PAIS) will talk about tailoring the selection of materials to meet the needs of students and teachers in intensive language courses, and Kristin Hiller (PAIS) will shed light on understanding and negotiating access to ELT materials in China.

### **MWIS Academic Session: “Academic Theory and Classroom Materials: What’s the Connection?”**

*Friday, 24 March, 1 pm–2:45 pm, Room 3B, Convention Center*

Following the insightful academic sessions on the gap between teachers and publishers in 2016, this year's academic session will look at the gap between language learning research, and writers and publishers. How much do writers rely on theories of language learning when creating materials? What role does experience and “teacher instinct” play in how we create and use materials? How do publishers balance academic research and market research? Walton will be talking about some of the research on this topic, especially Tomlinson's concept of a principled framework. Eric Roth, USC, will be giving his perspective on the matter as a teacher and materials writer. Because MWIS members expressed interest in the publisher point of view, we've got two publishers speaking. Sharon Sargent, Oxford University Press, and Kelly Sippell, University of Michigan Press, will discuss specific projects in which academic theory has played a major role.