



## Challenge and change in educational publishing

Pete Sharma

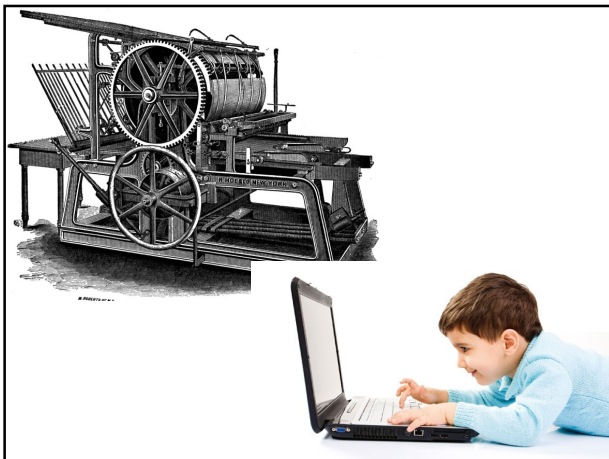




## ELT Author







## Tonight's talk.....

- Blended learning
- Digital materials in ELT
- Challenges
  - Publishers
  - Authors

### Part one: Blended learning?



## Overview

What is Blended learning?

Blended learning in action

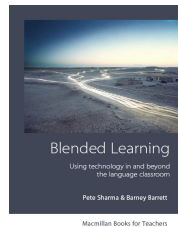
Success with Blended learning

## What do we mean by Blended Learning?

Range of definitions

A combination of:

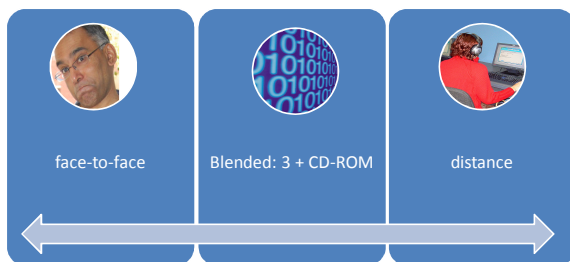
- In-class plus on-line
- Different methodologies
- Different technologies



## Blended Learning

Natural – range of definitions

- Broad – “nothing new” vs Narrow – restrictive?
- Connotation + / -
- Cultural differences
- Subverted
- Diluted



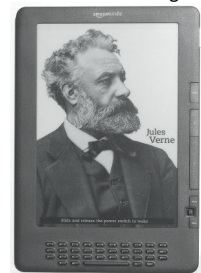
## BL in action: reading

### Face-to-face

Teacher and students annotate a text using a lap-top plus projector or on the IWB

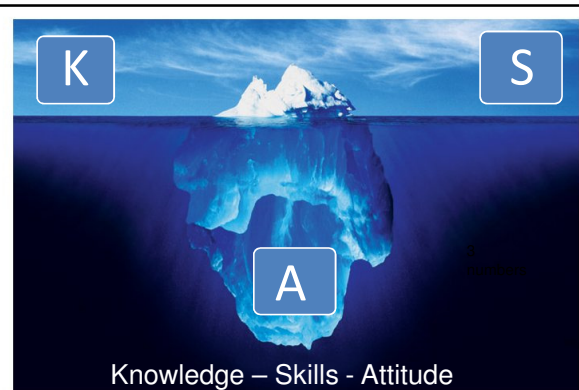
### On-line / self study

Students do extensive reading



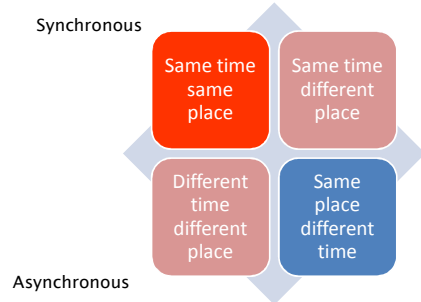
## Three principles

Attitude  
Appropriacy  
Integration



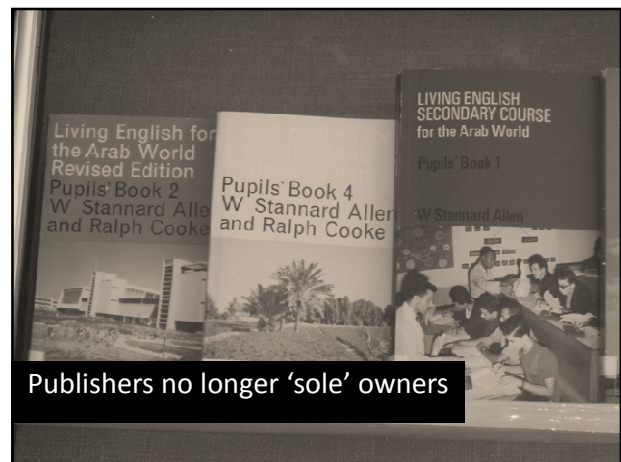
www.farmgirlfollies.com

## Appropriacy



## Integration

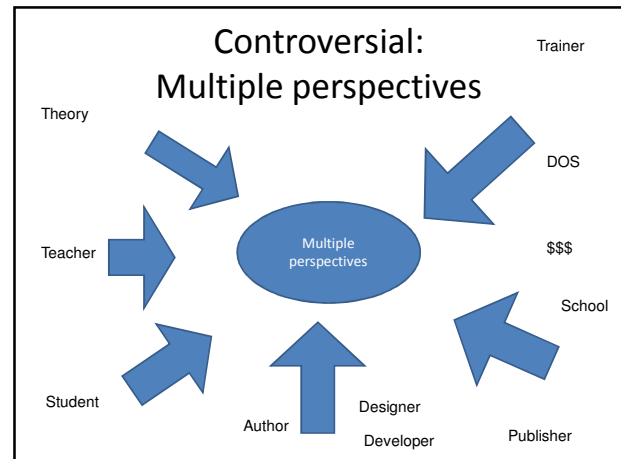
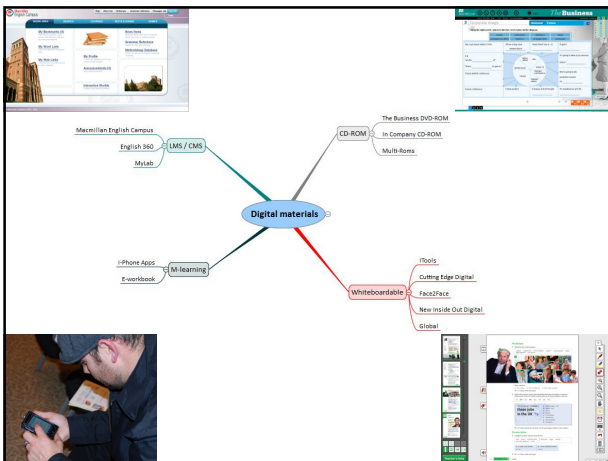
- Clear, **two-way link** between class work and structured self study
- Pedagogically-principled teaching and learning materials from the 'same-stable'
- Aims of lesson and self-study clear to learners
- Continuous recycling



## The materials conundrum

Global / regional course book	Institution-produced materials	Photocopy-driven	Teaching without published materials
+ Core material supplemented Syllabus Quality Time-saving	+ Branded Local relevance	+ "Ideal course" created Photocopy guidelines are adhered to	+ Paperless classroom Materials light Student centred Teacher produced
- Course book slavishly followed	- Issues connected with quality, cost, usability by others	- "Confetti method" Colour pages are photocopied in black and white Range of sources loses methodological rationale	- Unworkable in many situations Students short-changed



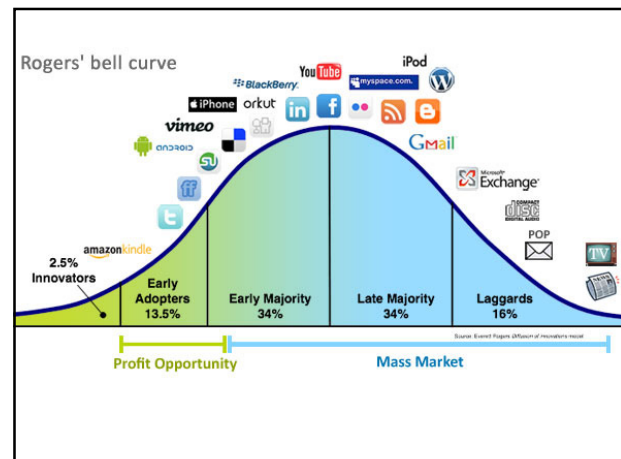


### Technology - changed language teaching forever

## Corpus linguistics

## Neologisms

App Tweet Blog  
Wiki Podcast Txt spk



## Centricity of pedagogy

- What is it?
- So what?
- How to use it?

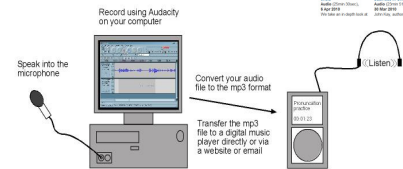
## Increase in m-learning and apps



## Some new technologies

- 1) Podcasts
- 2) Interactive whiteboards
- 3) Blogs
- 4) Wikis
- 5) Virtual Learning Environments
- 6) M-learning

## Podcasts



## Podcasts

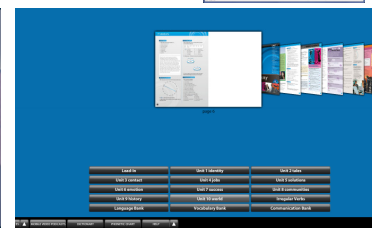
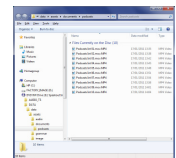
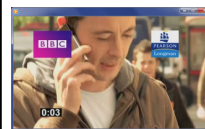
### Upside

- portability – mp3 player
- learner control
- range of authentic listening

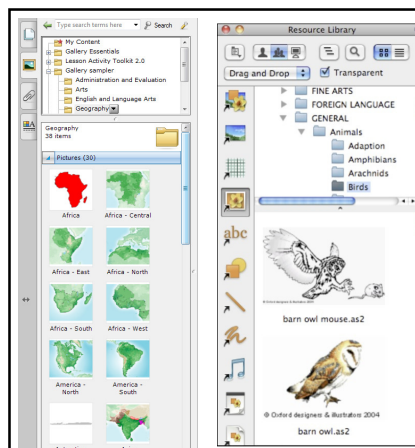
### Downside

- 'wrong kind of podcast'
- authoring – not for every teacher

## Video podcasts





## Interactive whiteboards



### Software

Pictures  
Videos  
Charts  
Maps  
Flags  
Time-lines





**Teacher's Area**

Navigation icons: back, forward, search, etc.

## Vocabulary

Work with the jobs with the photos.



**Main exercises:**

- Match a profession (1) with a profession (2) they do the most.
- Match with a picture. Each of the professions shows the percentage of women in different jobs in the UK. Match with the job with the percentage in the box.

61	40%	52%	48%	42%	73%	43%	49%
----	-----	-----	-----	-----	-----	-----	-----

**Work with the percentages of women in these jobs in the UK**



<ul style="list-style-type: none"> <li>sales manager 45%</li> <li>doctor 34%</li> <li>teacher 28%</li> <li>scientist 25%</li> <li>chef 22%</li> <li>hairdresser 20%</li> <li>dentist 18%</li> <li>farmer 15%</li> </ul>	<ul style="list-style-type: none"> <li>sales manager 45%</li> <li>doctor 34%</li> <li>teacher 28%</li> <li>scientist 25%</li> <li>chef 22%</li> <li>hairdresser 20%</li> <li>dentist 18%</li> <li>farmer 15%</li> </ul>
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**Work with the percentages and check your ideas. Are the percentages similar in your country?**

- Complete a table with jobs from the box.

<ul style="list-style-type: none"> <li>actor</li> <li>doctor</li> <li>English teacher</li> <li>IT technician</li> <li>organizer</li> <li>student</li> <li>university professor</li> <li>writer</li> </ul>	<ul style="list-style-type: none"> <li>actor</li> <li>doctor</li> <li>English teacher</li> <li>IT technician</li> <li>organizer</li> <li>student</li> <li>university professor</li> <li>writer</li> </ul>
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- Match a profession with a job from the box.

## Interactive whiteboards

Upside	Downside
<ul style="list-style-type: none"> <li>• Memorable presentations</li> <li>• Better review – flipcharts</li> <li>• ‘Saveability’</li> <li>• Range of digital materials</li> <li>• ‘Always on internet’ – JIT teaching</li> <li>• ‘Heads-up’</li> <li>• Select answer</li> </ul>	<ul style="list-style-type: none"> <li>• ‘cost’</li> <li>• need to calibrate</li> <li>• ‘interactivity’</li> <li>• Promote teacher-centred approach</li> <li>• Pedagogical value?</li> </ul>

Blogs (Web + log)<sup>Student</sup>

[illegible]

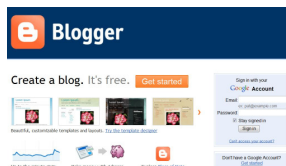
## Publisher's blog

[illegible]

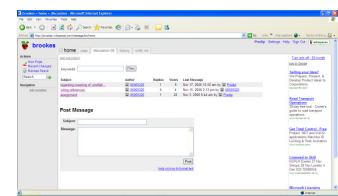
## Coursebook blog

## Blogs

Upside	Downside
<ul style="list-style-type: none"> <li>• Easy to set up / free</li> <li>• Encourage global audience for learner work</li> <li>• Wash-back on accuracy</li> </ul>	<ul style="list-style-type: none"> <li>• Does everyone contribute?</li> <li>• Does the teacher correct student work?</li> </ul>



## Wikis



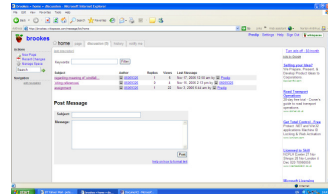
## Wikis

### Upside

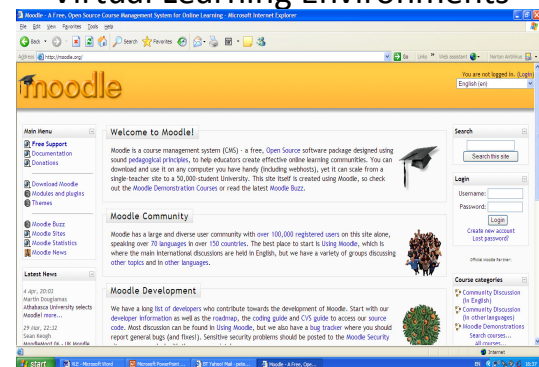
- collaborative
- process writing
- 'history' to see changes

### Downside

- not intuitive
- not everyone wishes for peer correction



## Virtual Learning Environments



## School to university



9 December, 2012

© Pete Sharma Associates Limited 2009

### Features:

- Assignments
- Chatrooms
- Questionnaire
- Quizzes
- Forum
- Glossary
- Handouts

## Virtual Learning Environments

### Upside

- information on demand
- appropriacy e.g. critical thinking
- pre / post course tasks

### Downside

- time-consuming to learn
- empty at first
- 'blended courses' pleasing no-one

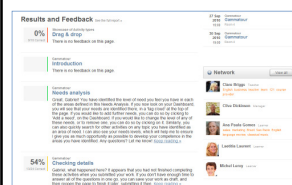
## English360

Three sources:

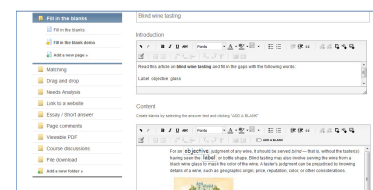
- Publishers
- Authentic
- Teacher-produced

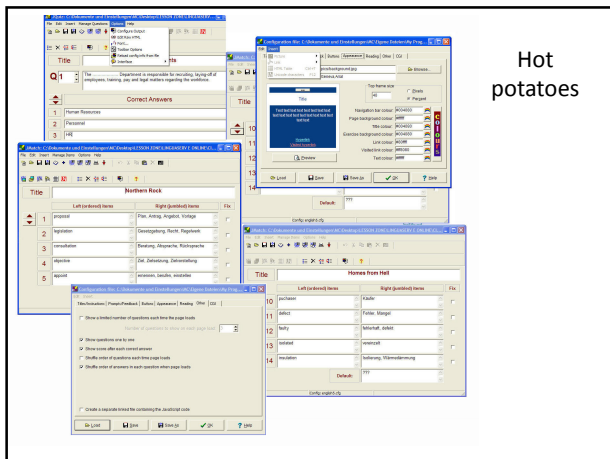


## Feedback tailored to learner needs



## Create interactive exercises





Hot potatoes

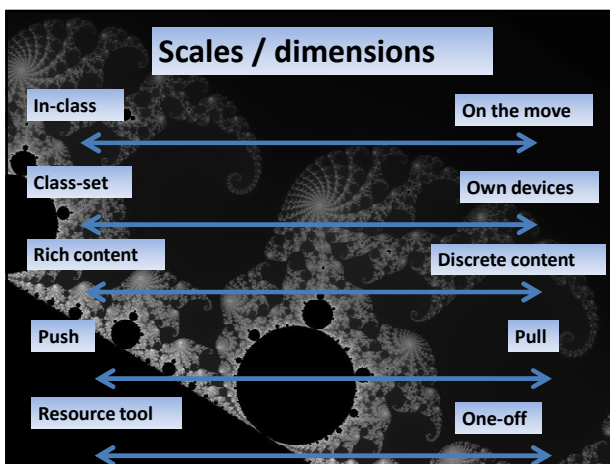


M-learning



"learning that happens when the learner takes advantage of the learning opportunities offered by mobile technologies".

[http://en.wikipedia.org/wiki/Mobile\\_learning](http://en.wikipedia.org/wiki/Mobile_learning)



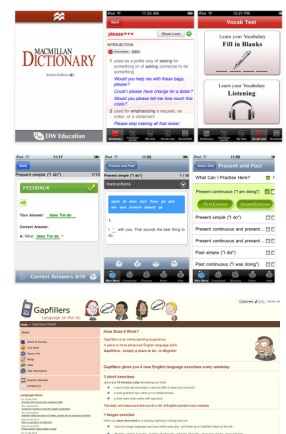
## Hardware

- Mobile-phone / Smart-phone
- iPod / iPod touch / mp3 player
- Laptop / Notebook - Netbook
- Tablet PC / iPad / Samsung Gala
- Learner response devices
- Electronic translator



## Software plus

- Dictionaries
- Grammar practice
- Services
- ELT material
- Apps





## M-learning

### Upside

- buzz-term
- add value
- 'just enough, just in time, just for me'
- exciting apps

### Downside

- Range of interpretations
- Over-reference to 'apps'
- ELT or authentic?

## Five controversies

- Will ELT **course books** disappear?
- Should schools buy an **IWB**?
- Should students have **mobile phones** switched off in class?
- Should classroom learners be supported with **VLE's**?
- Should teachers use **YouTube** in their lessons?



**Gavin Dudeney** With all the rubbish self-publishing going on for Kindle it's almost impossible to find decent novels these days. Seems that rubbish at 20p sells truckloads compared to decent writing at 5.99 or more... The future looks like an ugly pile of vanity publishing trash.

Like · Comment · 49 minutes ago

**David Graddol** Blogs are different? 22 minutes ago via mobile · Like

**Gavin Dudeney** Hmm... That's a charitable way of looking at vanity publishing, and I accept it may be the case in some circumstances. As for 'evil lists', I don't know what your criteria are, but I suspect any business (even Kobo) is going to be doing something dodgy - breaking labour laws, recycling laws, doing dodgy tax returns and a whole plethora of things grievous. Our lists may vary... 6 minutes ago · Like

**Gavin Dudeney** Not at all - blogs are, of course, vanity publishing in extremis. And the mere fact of starting a blog seems to be viewed as a life-affirming act these days: I blog therefore I can (write... well). The difference, I think, is that I used to be able to ... See More 17 minutes ago · Like

**David Graddol** The reason they are 20p, rather than free like most blogs, is because Amazon needs a mechanism to create revenue. I might have suggested that this was a case of the publisher causing the problem (usually, they are credited with sifting out the crap), except I guess in this case it is the distributor who is cutting out the publisher. My solution was to buy a Kobo. Amazon are on my evil list (which grows daily). 12 minutes ago · Like

**The Telegraph**

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**Sir Tom Stoppard: reading undermined by technology**

Children's love of reading risks being 'swept away' by new technology in the home, according to Sir Tom Stoppard.

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1

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Sir Tom Stoppard says reading among children must not give way to technology. Photo: Laura Hynd

"The printed word is no longer as in demand as when I was of the age of pupils or even at the age of the teachers teaching them."

He said that children lived "in a world of technology" where the "moving image" took precedence over "the printed page".

"I think that's to the detriment," he added, "I just don't want the printed page to get swept away by that."

The comments follow claims from other leading authors that a rise in the use of modern technology was undermining children's grasp of English.

Susan Hill, who wrote *The Woman in Black* and *I'm The King of the Castle*, said recently that the internet had eroded reading and writing skills, with many children now displaying an "ignorance of any sort of ability to look beyond Google".



## Challenges for publishers

- How do we monetise in the digital age?
- SO MUCH material.....
- What will YOU PAY FOR?

## Challenges for authors

- Creative vs 'workmanlike'

## Worksheets

in company

Worksheet

### The Kindle

After many attempts by various companies to launch a successful e-book reader, a new model hits the market. Will Amazon's new Kindle finally change reading habits?

1. How often do you read? What do you read? Describe your reading habits to a partner. Use the words in the boxes.

often rarely occasionally hardly ever never every day novels blogs newspapers reports magazines e-mails

2. Study the product information box. Scan the article below and complete the missing information.

Product Information: Kindle	
Number of titles available in store:	Cost
Product weight:	Number of books held on device:
Number of font sizes available:	Date product launched:
	Length of time to buy / download:

**Another E-book revolution?** The first units of Amazon's new Kindle sold out in less than an hour when it was launched last November in the US. Already, the new e-book reader has been described as 'the iPod of reading'. The Kindle uses 'electronic paper' and, it is claimed, gives

It is the start of a revolution in reading habits, or another false dawn? In Japan, half the best-selling novels in the second half of last year were actually released as page-per-day serials, sent directly to mobile phones. The next wave of software will allow phone authors to integrate sounds and images into their novels. This is the future: free distribution,

Slumdog Millionaire

Twitter

Avatar

Blog

Podcast

## L2 Lesson stream (Jamie Keddie)

## Blogs

### Nik's Learning Technology Blog

For English Language Teachers

Home More Articles My Online Courses Free Downloads Talks & Workshops My E-Portfolio  
Nik On Twitter Edtech News Web Tools Ask Me a Question

Saturday, 3 April 2010

#### A Tick List of 21st Century Digital Skills for Teachers

I've just been brainstorming digital skills that I believe are required by teachers in the 21st Century. So far I've come up with 45 of them.

What's striking for me about this is:

- few of these skills will have been taught to anyone who trained as a teacher longer than 5 years ago.
- few of these skills are being taught to teachers training now.
- the 21st century teacher needs to be a pretty amazingly skilled professional.

Please look through the list and tick on the ones you believe you have.

Teachers Digital Skills Tick List

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- Monthly news lesson: Food shortages could force world into vegetarianism, warn scientists
- Differences in American and British English grammar - article
- Weekly news lesson 313: 8th November 2012: Lottery millionaires each fund six jobs a year

Menu [Home](#) [◀](#) [▶](#) 0/5

READING > SKIMMING > BASIC SKIMMING TECHNIQUES

### SKIMMING FOR CONTENT WORDS

When you skim a text, your eye needs to move over the surface of the text very quickly in order to understand the meaning without looking at every word. Focus on content words like nouns, adjectives, verbs and adverbs, but especially nouns and verbs. Learn to ignore functional words like *in, the, for* and so on. Also notice any negative or positive words.

You are going to read the first section of a reading passage. Choose the speed at which you want the text to disappear and then answer the questions that follow. To make sure that you read quickly and efficiently remember to focus on content words and ignore functional words.

[Slow](#) [Medium](#) [Fast](#)

[Pause](#) [Reset](#)


**The disappearance of small shops**

Section 1

Publisher app

Chapter five: Pronunciation

App: Sounds  
Interactive phonemic chart




Works with: iPad / iPhone

**Description:**

This is the app version of the well-known phonemic chart, created by ELT author Adrian Underhill. Tap a symbol to hear the sound; tap and hold to hear the sound and an example word. Contains a wordlist of around 650 words.

**T** At the end of the lesson, write up a list of words which students have had problems pronouncing. Students use the app to work out the phonemic script of each word. They come up to the whiteboard and write it up.

**S** This app provides three ways to practise the sounds of English: read, write and listen. Read: presents the phonemic transcript of a word - students use the regular keyboard to tap in the word itself. Write: offers the reverse - student sees a word selected from the wordlist and then types in the phonemic transcript, using a special keyboard. Listen: click on an audio symbol to listen to a word and then type in the phonemic transcript.



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Take our modular course. We'll be launching this soon. If you like us on Facebook, you'll be the first to hear when you can start the training.

**STEP 3**

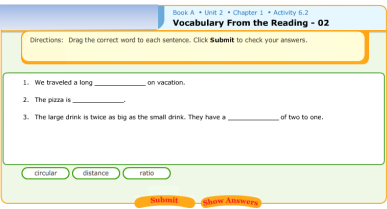
Look what people are saying about us!

22 Jun 2012  
"I would have loved something like this when I was starting out."

The following publishers have registered to use the database




## 2. Non image-based Drag and Drop



**ID Features**

- Word or phrase choice is dragged to appropriate sentence
- Multiple correct answers per question
- Fields should accommodate words or phrases
- Maximum 10 questions
- Words or phrases to be dragged should be static & sentences can scroll
- Words/phrases can be dragged in any order
- Single slide Show Answer

65

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## About Copyright

- Want to let people share and use your photographs, but not allow companies to sell them?
- Looking for access to course materials from the world's top universities?
- Want to encourage readers to re-publish your blog posts, as long as they give you credit?
- Looking for songs that you can use and remix, royalty-free?

If you answered yes to any of the questions above, then you should learn more about Creative Commons. Probably the quickest and easiest introduction to CC is to watch the following short video:



### What is Creative Commons?

Creative Commons is a nonprofit organization that enables the sharing and use of creativity and knowledge through free legal tools.

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