

Martin Eayrs – indicative published material

Published books

- *Computer English*, Penguin, London, 2000. Republished by Pearson Taiwan 2002. Republished by Foreign Language Teaching and Research Press, China 2003
- *English Markets: Latin America (Argentina)*, The English Company, Milton Keynes, 1999
- *English 2000 Landmark Review – Argentina*, The British Council, 1997

Newspaper and magazine columns

Weekly: 'English and Education', in the *Buenos Aires Herald*, 1993-95

'Focus on English' in the *Buenos Aires Herald*, 1982-92

'Learning in the Limelight', in the *Buenos Aires Herald*, 1987-91

'Word Play', in the *Buenos Aires Herald*, 1984-99

Occasional: Interviews, book reviews and conference reports for the *Buenos Aires Herald*, 1982-1999.

Contributions to *Buenos Aires Herald Educational Supplement*, 1996-99

Contributions to the ABCC Bulletin, *After Hours*, *Educación Continua*, *High College*, *The Buenos Aires News*, *The Hermetic Garage*, *IPEI Journal*, *The Inner Eye* and other South American publications.

Other publications

- Entries on education and employment possibilities in Latin America in *Hobson's Education Casebook* (printed and online editions), 1997, 1998, 2000 and 2001.

Academic articles (a selection)

- "A Principled Methodology for Information Retrieval on the Web", in *The Information Universe: Journal of Issues in Informing Science & Information Technology* vol 3 (2006), ed. Eli Cohen, Informing Science Press, Santa Rosa CA. ISBN 1-932886-00-1, ISSN: 1547-9684
- 'Not just a database: Implementing multimedia learning objects on the VLE', in *CALL Review* Spring 2006 issue, IATEFL Learning Technologies Special Interests Group.
- Published paper in proceedings of University of Salford Conference *Education in a Changing Environment* (Sep 2003)
- "Download at your peril" in *Folio 8.1*, Journal of The Materials Development Association (MATSDA), 2003
- "All that Glitters is not Gold" in *Approach*, Journal of Asociación de Lingüística de Cuba, Dec. 2002.
- *English Language Teaching Journal* 56:4, 2002, *Review of Language and the Internet*, D Crystal. CUP 2000

- 'Teaching one to one', *EnglishLive* 9, 2002
- 'Getting more out of your email software', *Modern English Teacher* 11:1, 2002
- 'Keeping your computer friendly', *Modern English Teacher* 11.2, 2002
- 'Mixed ability classrooms', *EnglishLive* 7, 2002
- *English Language Teaching Journal* 55:1, 2001, A comparative review of *How to use the Internet in ELT*, D Teeler with P Grey, Longman 2000; *The Internet*, S Windeatt with D Hardisty and D Eastment, OUP 2000; and *The Internet and the Language Classroom*, G Dudeney, CUP 2000.
- 'Argentine English', *Modern English Teacher* 10:3, 2001
- 'Choosing an English course book', *EnglishLive* 4, 2001
- 'Getting students to listen outside the classroom', *EnglishLive* 3, 2001
- 'Getting students to read outside the classroom', *EnglishLive* 2, 2001
- 'How to set up free pages on public servers', *Modern English Teacher* 10.1, 2001
- 'Is your use of email user-friendly', *Modern English Teacher* 10.4, 2001
- 'Language learning in the year 2026', in *Folio* 6.1, 2001
- 'More word games - Tom Swifities and beyond', *Modern English Teacher* 10.3, 2001
- 'Nifty Fifties Swifties', *Modern English Teacher* 10.1, 2001
- 'Problems with word order', *EnglishLive* 1, 2001
- 'Tech & Spec: search engines and file extensions', *Modern English Teacher* 10.2, 2001

Publishing experience

- I was editor of *IATEFL Voices* from May 2000 to April 2008. I also set up and managed the *Issues* part of the website during this period.
- From 2001 to 2003 I was responsible for the production (DTP and pre-press) of *Folio*, journal of the Materials Development Association
- I was commissioned by Pearson Education to set up *OnlineMET* (the website for *Modern English Teacher*) in January 2000 and maintained the site until Pearson sold it in July 2002. During this time I was also IT section editor for the printed edition of *Modern English Teacher*.
- From 1994-2000 I was editor and publisher of *ELT News & Views*, a magazine for teachers of English in southern South America.
- From 1997-2001 I was editor of an electronic publication for teachers of English, *N&V-L*, which circulated throughout southern South America.
- From 1997 to 2005 I was administrator of IATEFL-PAL, an electronic information and discussion list for international partners and associates of IATEFL, and ran other internal electronic lists for the association.
- I have produced in-conference newsletters for Braz-TESOL, LAURELS and LABCI at conferences in Brazil, Uruguay and Argentina (1994-99).
- In 1991 I set up the IATEFL Argentina newsletter, which I edited until 1993.

Papers and presentations

Over the last few years I have given lectures and workshops on aspects of ICT, publishing, language and teaching methodology. These include:

- *"A principled methodology for information retrieval"*, semi-plenary at *InSITE (Informing Science + IT Education)* conference, Greater Manchester, June 2006.
- *Invited plenary speaker at Bilkent University, Turkey, June 2006. FAE Symposium on "Challenges and Expectations of English-medium Higher Education" - session on "The challenges of ICT"*.
- *Workshop at Bilkent University, Turkey, June 2006. FAE Symposium on "Challenges and Expectations of English-medium Higher Education" - session on "What's wrong with wikipedia?"*.
- *Invited to participate as a lecturer on the 'How to' track at the IATEFL Annual Conference, Harrogate, April 2006: "Practical issues in newsletter production ."*
- *A workshop on design and layout issues for newsletter editors, IATEFL Annual Conference, Liverpool, April 2004.*
- *A workshop on production issues for newsletter editors, IATEFL Annual Conference, Brighton, April 2003.*
- *All that glitters is not gold ...*, BALEAP Annual Conference, Southampton, April 2003.
- *Download at your Peril: some dangers of using web sources*, Annual MATSDA Conference, Leeds, January 2003. Invited speaker.
- *Computers won't replace teachers, but ...*, 11th Annual GELI Conference, Asociación de Lingüistas de Cuba, Havana, December 2002. Invited plenary speaker.
- *ICT: here to stay, with you or without you ...*, International House Educators' Conference, London, May 2002. Invited plenary speaker.
- *A practical guide to producing and using ELT newsletters*, IATEFL Annual Conference, Brighton, April 2001.
- *Cowboys and Conscience: professionalism in ELT*, TESOL Spain 2001, Seville, Spain, November 2000
- *Disentangling the Web - a guide to principled surfing and searching*, Granada English Teachers Association Annual Conference, Granada, Spain, September 2000
- *Adapting to the constraints of the Internet*, English Speaking Scholastic Association of the River Plate, Buenos Aires, Argentina, May 2000.
- *Principled surfing, if you please*, IATEFL Chile International Conference, Santiago, Chile, May 2000
- *Key Strategies in marketing MA courses in Central and South America*, Open University Forum, Milton Keynes, February 2000
- *La importancia de los exámenes de UCLES en la Argentina y en otros países* (in Spanish), Expo-Universidad 1999, Buenos Aires, Argentina, September 1999
- *Critical thinking and reflective teaching* (co-presenter), Third International Cono Sur TESOL Convention, Buenos Aires, Argentina, August 1999
- *Setting up the Business English Course*, LABCI International Conference, Montevideo, Uruguay, July 1999
- *Electronic resources and academic integrity*, First Convention of the teaching of English in Higher Education, Mar del Plata, Province of Buenos Aires, Argentina, May 1999
- *Evaluating email and internet resources for the English teacher*, Annual Conference of the Asociación de Profesores de Inglés de Buenos Aires, Buenos Aires, Argentina, May 1999

- *Desenredando la Web (in Spanish)*, VII Jornadas de Enseñanza de Lenguas Extranjeras en el Nivel Superior, Mendoza, Argentina , April 1999
- *How to set up and run an elist*, IATEFL Annual Conference, Brighton, April 1999
- *English teachers online*, 2nd MATSDA Dublin Conference, Dublin, Ireland, January 1999. Invited plenary speaker.
- *Email discourse and conventions*, Instituto Nacional Superior Profesorado Joaquín V Gonzalez, Buenos Aires, Argentina, October 1998
- *Teaching English - a profession, or just a job like any other ?*, VI Annual Congress for Students and Teachers, Santa Fe, Argentina, October 1998
- *English on a shoestring – but how long is a piece of string ?*, Federación Argentina de Asociaciones de Profesores de Inglés (FAAPI), Bahía Blanca, Argentina, September 1998. Invited plenary speaker (co-presenter)
- *The ELT situation in Argentina*, briefing to BASELT delegation, Buenos Aires, Argentina, September 1998
- *Argentina – a suitable case for treatment ? (co-presenter)*, British Council ELT Conference, Oxford, UK, July 1998
- *The Argentine Foreign Language Reform Project (on behalf of the Argentine Ministry of Education)*, Brazil TESOL Annual Conference, Recife, Brazil, July 1998
- *El impacto de las nuevas tecnologías en la enseñanza de idiomas (in Spanish)*, Buenos Aires Book Fair (for Argentine Ministry of Education), Buenos Aires, Argentina, May 1998
- *The Business of teaching Business English*, IATEFL Chile International Conference, Santiago, Chile, May 1998
- *Why the learner of English sounds 'foreign' - a realistic appraisal of the problems facing the Spanish-speaking learner*, LAURELS International Conference, Montevideo, Uruguay, May 1998
- *External resourcing for the grassroots teacher: Argentina, a case study (co-presenter)*, IATEFL Annual Conference, Edinburgh, April 1998
- *We don't say it because we don't say it - a brief look at collocations in English*, Norwich Institute of Higher Education (Guest lecturer), Norwich, January 1998
- *Evaluación, exámenes y enseñanza de inglés (in Spanish)*, Encuentro Nacional de Enseñanza de Idiomas de la Red Ibero-Americana de Supervisores de Educación (REDISE), Buenos Aires, Argentina, October 1997
- *Some problems faced by Spanish speaking teachers of English*, Instituto Nacional Superior Profesorado Río Cuarto, Río Cuarto, Argentina, October 1997
- *Errors, mistakes and correction*, TESOL Chile International Conference, Santiago, Chile, October 1997
- *Producing and using newsletters in ELT*, Paraguay TESOL Convention, Asunción, Paraguay, September 1997
- *Choosing a course provider*, Anglo-American Chamber of Commerce, Buenos Aires, Argentina, August 1997
- *Criteria for setting up Business English courses*, Fifth LAURELS International Conference, São Paulo, Brazil, July 1997
- *The business of teaching Business English*, BrazTESOL Annual Conference, Goiânia, Brazil, July 1997
- *La enseñanza de inglés en la República Argentina (in Spanish)*, International Conference of the Federation International de Professeurs de Langues Vivants (Argentine delegate), Montevideo, Uruguay, April 1997

Consultancy work

Between closing down the *Victoria School of English* in 1996 and re-entering employment as a University lecturer I worked as an independent consultant. Some of my activities in this respect have been:

- Member of accreditation team for setting up of International Foundation Certificate at **Dublin City University**, Ireland (June 2004)
- Member of validation team assessing a Foundation Programme for International Students at CES Embassy (Hastings), validated by **Liverpool John Moores University**, (June 2004)
- Commissioned by the **Open University** and **Nottingham Trent University** (UK) to produce marketing plans for a distance MA option in Latin America (2000).
- Consultant to **Pearson Education** for the *Longman English Online* project (2000-2001)
- Commissioned by **Mary Glasgow** to produce a report on ELT marketing opportunities in Argentina in Latin America (2000).
- Commissioned by the **British Council** (UK) to update the *English 2000 Landmark Review* for Argentina (1999)
- Contracted by **ExpoUniversidad**, organisers of international students' fairs in Latin America, as academic co-ordinator with the remit of organising a programme of talks, seminars and panel sessions during their five-day fair in Buenos Aires (1999).
- Contracted by **Boston Scientific's** South American International Office (1999) to perform evaluation and needs analyses of their employees prior to implementing English Training in the company.
- Contracted by **Oxford Brookes University** to provide marketing information and recommendations prior to promotion of their academic products in the South American market (1999).
- Commissioned by **Hobson's** to write a report on Universities in Argentina for their 1997 *International Education Casebook*, repeated in 1998, 2000 and 2001.
- Retainer contract with the **British Council** (Argentina) as ELT consultant with particular responsibility for providing ELT marketing information (for the MIS-L list), mission briefings and liaison with the Argentine Ministry of Education with regard to ELT activities and initiatives (1996-98).
- Liaison for joint project involving **BASELT, British Council and Argentina's National Ministry of Education**: a survey into ways in which the UK might support local ELT initiatives (1997-98).
- Commissioned by the **British Council** to carry out research for inclusion in a report on teaching Young Learners (1998, published 2000).
- Commissioned by the **London Chamber of Commerce and Industry Examinations Board** to perform a feasibility study for the launch of a new ELT product on the South American market (1998).
- Commissioned by the **British Council** (UK) to research and write the *English 2000 Landmark Review* for Argentina (1997).
- Commissioned by the **Escuela Superior de Hotelería** (CEPEC), Buenos Aires, to evaluate their English language training component (1997)

- Commissioned by the **Argentine Navy** (*Armada Argentina*) to assess the efficiency and relevance of the *Lackland* English language teaching programme, in use in their officer's training school (1996).

Membership of Professional Associations

- Committee member of IATEFL (1998-2006) and member of IATEFL since 1991
- Ex-committee member of Materials Development Association (MATSDA) (2000-2002) and member since 1998
- Founder member of British Institute of English Language Teaching (BIELT) and full Fellow until its dissolution in 2002.
- Argentine representative for the *Fédération Internationale de Professeurs des Langues Vivants* (1996-99)
- Founder member of IATEFL Argentina, committee member (1991-94) and member until dissolution of Association in 1999.
- Current member of TESOL (International), and the Brazil and Uruguay branches of TESOL from 1995 - 2000

Referees

These can be supplied on request.