1 Introduction: principles and procedures of materials development

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1.1 Introduction

This book concerns itself with what we could do in order to improve the quality of materials which are used for the teaching and learning of second languages. I would like to start the book by considering some of the steps which I think we could take and at the same time introducing issues which are dealt with in the various chapters of the book. I should stress that although the contributors to this book are basically like-minded in their approach to the development of L2 materials, many of the issues raised are controversial and some of the stances taken in the book are inevitably contradictory. In such cases we hope you will be informed, stimulated and able to make up your own mind by relating the authors' stances to your own experience.

I am going to argue that what those of us involved in materials development should do is to:

1. Clarify the terms and concepts commonly used in discussing materials development.
2. Carry out systematic evaluations of materials currently in use in order to find out to what degree, how and why they facilitate language learning.
3. Consider the potential applications for materials development of current research into second language acquisition and into language use.
4. Consider the potential applications of what both teachers and learners believe is valuable in the teaching and learning of a second or foreign language.
5. Pool our resources and bring together researchers, writers, teachers, learners and publishers in joint endeavours to develop quality materials.

1.2 Terms and concepts

Let me start by clarifying some of the basic terms and concepts which you will frequently encounter in this book.

1.2.1 Materials

Most people associate the term 'language-learning materials' with coursebooks because that has been their main experience of using materials. However, in this book the term is used to refer to anything which is used by teachers or learners to facilitate the learning of a language. Materials could obviously be videos, DVDs, emails, YouTube, dictionaries, grammar books, readers, workbooks or photocopied exercises. They could also be newspapers, food packages, photographs, live talks by invited native speakers, instructions given by a teacher, tasks written on cards or discussions between learners. In other words, they can be anything which is deliberately used to increase the learners' knowledge and/or experience of the language. Keeping this pragmatic concept of materials in mind can help materials developers to utilise as many sources of input as possible and, even more importantly, can help teachers to realise that they are also materials developers and that they are ultimately responsible for the materials that their learners use. It can also be useful to keep in mind that materials 'can be instructional in that they inform learners about the language, they can be experiential in that they provide exposure to the language in use, they can be elicitative in that they stimulate language use, or they can be exploratory in that they facilitate discoveries about language use' (Tomlinson 2001: 66).

1.2.2 Materials development

'Materials development is both a field of study and a practical undertaking. As a field it studies the principles and procedures of the design, implementation and evaluation of language teaching materials' (Tomlinson 2001: 66). As a practical undertaking it refers to anything which is done by writers, teachers or learners to provide sources of language input, to exploit those sources in ways which maximise the likelihood of intake and to stimulate purposeful output: in other words the supplying of information about and/or experience of the language in ways designed to promote language learning. Ideally the 'two aspects of materials development are interactive in that the theoretical studies inform and are informed by the development and use of classroom materials' (Tomlinson 2001: 66).

Materials developers might write textbooks, tell stories, bring advertisements into the classroom, express an opinion, provide samples of language use or read a poem aloud. Whatever they do to provide input, they do so ideally in principled ways related to what they know about how languages can be effectively learned. All the chapters in this book concentrate on the three vital questions of what should be provided for

the learners, how it should be provided and what can be done with it to promote language learning.

Although many chapters in this book do focus on the development of coursebook materials (e.g. Jan Bell and Roger Gower in Chapter 6, Hitomi Masuhara in Chapter 10 and Frances Amrani in Chapter 11), some focus on electronic ways of delivering materials (e.g. Gary Motteram in Chapter 12 and Lisa Kervin and Beverly Derewianka in Chapter 13), a number of others focus on teacher development of materials (e.g. David Jolly and Rod Bolitho in Chapter 5 and Rod Ellis in Chapter 9), and some suggest ways in which learners can develop materials for themselves (e.g. Jane Willis in Chapter 3 and Alan Maley in Chapter 15).

1.2.3 Materials evaluation

This term refers to attempts to measure the value of materials. In many cases this is done impressionistically and consists of attempts to predict whether or not the materials will work, in the sense that the learners will be able to use them without too much difficulty and will enjoy the experience of doing so. A number of chapters in this book challenge this vague, subjective concept of evaluation and advocate more systematic and potentially revealing approaches. For example, Frances Amrani in Chapter 11 reports ways of reviewing materials prior to publication which can improve the quality of the materials, Andrew Littlejohn in Chapter 8 proposes a more objective, analytical approach to evaluation and Rod Ellis in Chapter 9 argues the need for whilst-use and post-use evaluation of materials in order to find out what the actual effects of the materials are. Other recent publications which propose systematic approaches to the evaluation of language-learning materials include McGrath (2002), McDonough, Shaw and Masuhara (2011), Rubdi (2003) and Tomlinson (2003a).

All the chapters in this book implicitly accept the view that for materials to be valuable, the learning points should be potentially useful to the learners and that the learning procedures should maximise the likelihood of the learners actually learning what they want and need to learn. It is not necessarily enough that the learners enjoy and value the materials.

1.2.4 Language teaching

Most people think of teaching as the overt presentation of information by teachers to learners. In this book the term 'teaching' is used to refer to anything done by materials developers or teachers to facilitate the learning of the language. This could include the teacher standing at the front of the classroom explaining the conventions of direct speech in

English, it could include a textbook providing samples of language use and guiding learners to make discoveries from them, it could include a textbook inviting learners to reflect on the way they have just read a passage or it could include the teacher providing the vocabulary a learner needs whilst participating in a challenging task. Teaching can be direct (in that it transmits information overtly to the learners) or it can be indirect (in that it helps the learners to discover things for themselves). It can also be pre-emptive (in that it aims to prevent problems), facilitative (in that it aims to help the learners do something), responsive (in that it responds to a need for language when it occurs) or remedial in that it aims to remedy problems. Most chapters in this book focus on indirect teaching as the most effective way of facilitating the learning of a language. For example, in Chapters 2 and 3 Randi Reppen and Jane Willis suggest ways in which learners can be helped to make discoveries about language use by analysing samples of language in use, in Chapter 16 Grethe Hooper Hansen looks at ways in which learners can be helped to learn from information which is actually peripheral to the task they are focusing on, and in Chapter 17 Brian Tomlinson proposes procedures which could enable self-access learners to learn for and about themselves.

1.2.5 Language learning

Learning is normally considered to be a conscious process which consists of the committing to memory of information relevant to what is being learned. Whilst such direct learning of, for example, spelling rules, conventions of greetings and vocabulary items can be useful to the language learner, it is arguable that much language learning consists of subconscious development of generalisations about how the language is used and of both conscious and subconscious development of skills and strategies which apply these generalisations to acts of communication. Language learning can be explicit (i.e. the learners are aware of when and what they are learning) or it can be implicit (i.e. the learners are not aware of when and what they are learning). Language learning can also be of declarative knowledge (i.e. knowledge about the language system) or of procedural knowledge (i.e. knowledge of how the language is used). Most of the chapters in this book take the position that communicative competence is primarily achieved as a result of implicit, procedural learning. But most of them also acknowledge that explicit learning of both declarative and procedural knowledge is of value in helping learners to pay attention to salient features of language input and in helping them to participate in planned discourse (i.e. situations such as giving a presentation or writing a story which allow time for

planning and monitoring). Consequently many of the chapters view the main objectives of materials development as the provision of the meaningful experience of language in use and of opportunities to reflect on this experience. This is the position taken by Ronald Carter, Rebecca Hughes and Michael McCarthy in Chapter 4, in which they argue for the need to expose learners to spoken English as it is actually used. It is also the position taken by Brian Tomlinson in Chapter 14 in which he proposes experiential ways of helping learners to transfer the high level skill of visualisation from their L1 reading process, by Grethe Hooper Hansen in Chapter 16 when she advocates multi-level experience of language in use and by Brian Tomlinson in Chapter 17 when he suggests an experiential approach to self-access learning of language.

1.3 Systematic evaluation of materials

In Chapter 7 Philip Prowse gets a number of well-known materials writers to reveal how they set about writing materials. The remarkable thing is that most of them follow their intuitions rather than an overt specification of objectives, principles and procedures. Obviously these intuitions are informed by experience of what is valuable to learners of a language and in many cases they lead to the development of valuable materials. But how useful it would be if we were able to carry out long-term, systematic evaluations of materials which are generally considered to be successful. I know of a number of famous textbook writers who do sit down and identify the popular and apparently successful features of their competitors so that they can clone these features and can avoid those features which appear to be unpopular and unsuccessful. Doing much more than this sort of ad hoc impressionistic evaluation of materials would involve considerable time and expenditure and would create great problems in controlling such variables as learner motivation, out-of-class experience and learner–teacher rapport. But longitudinal, systematic evaluations of popular materials could be undertaken by consortia of publishers, universities and associations such as MATSDA, and they could certainly provide empirically validated information about the actual effects of different types of language-learning materials. Such research is carried out by publishers, but it tends to focus on what makes the materials popular rather than on what effect the materials have on language acquisition, and most of this research is understandably confidential (see Chapter 11 by Frances Amrani for information about this type of research).

A number of chapters in this book try to push the profession forward towards using more systematic evaluation procedures as a means of informing materials development. In Chapter 8 Andrew Littlejohn

exemplifies procedures for achieving thorough and informative analysis of what materials are actually doing, in Chapter 11 Frances Amrani reports on systematic evaluations of materials carried out by publishers prior to the publication of materials, and in Chapter 5 David Jolly and Rod Bolitho propose ways in which learner evaluations of materials feed into the development process. In Chapter 9 Rod Ellis insists that we should stop judging materials by their apparent appeal and start evaluating them by observing what the learners actually do when using the materials and by finding out what they seem to learn as a result of using them.

1.4 Second language acquisition research and materials development

> It seems clear that researchers cannot at present agree upon a single view of the learning process which can safely be applied wholesale to language teaching. (Tarone and Yule 1989)

> no second language acquisition research can provide a definitive answer to the real problems of second language teaching at this point. … There is no predetermined correct theory of language teaching originating from second language acquisition research. (Cook 1996)

The quotations above are still true today and it is also still true that we should not expect definitive answers from second language acquisition (SLA) research, nor should we expect one research-based model of language acquisition to triumph over all the others. We must therefore be careful not to prescribe applications of unsubstantiated theories. But this should not stop us from applying what we *do* know about second and foreign language learning to the development of materials designed to facilitate that process. What we do know about language learning is a result of thousands of years of reflective teaching and of at least a century of experimental and observational research. If we combined the convincing anecdotal and empirical evidence available to us, we could surely formulate criteria which could contribute to the development of successful materials. From the reports of many of the writers in this volume it would seem that they rely on their intuitions about language learning when they set out to write textbooks. This also seems to be true of many of the authors who have contributed reports on their processes for materials development to a book called *Getting Started: Materials Writers on Materials Writing* (Hidalgo, Hall and Jacobs 1995). The validity of their intuitions is demonstrated by the quality of their materials. But intuitions are only useful if they are informed by recent and relevant classroom experience and by knowledge of the findings of recent second language

acquisition research. And all of us could benefit from more explicit guidelines when setting out to develop materials for the classroom.

What I am arguing for is a compilation of learning principles and procedures which most teachers agree contribute to successful learning plus a compilation of principles and procedures recommended by most SLA researchers. A marriage of the two compilations could produce a list of principles and procedures which would provide a menu of potentially profitable options for materials developers from the classroom teacher adapting a coursebook unit to the author(s) setting out to develop a series of commercially published textbooks for the global market. Such a list should aim to be informative rather than prescriptive and should not give the impression that its recommendations are supported by conclusive evidence and by all teachers and researchers. And, of course, it needs to be supplemented by information about how the target language actually works (for ways of gaining such information, see, for example, Chapter 2 in this book by Randi Reppen, Chapter 3 by Jane Willis and Chapter 4 by Ronald Carter, Rebecca Hughes and Michael McCarthy). My own list of basic principles is as follows:

1. A prerequisite for language acquisition is that the learners are exposed to a rich, meaningful and comprehensible input of language in use.
2. In order for the learners to maximise their exposure to language in use, they need to be engaged both affectively and cognitively in the language experience.
3. Language learners who achieve positive affect are much more likely to achieve communicative competence than those who do not.
4. L2 language learners can benefit from using those mental resources which they typically utilise when acquiring and using their L1.
5. Language learners can benefit from noticing salient features of the input and from discovering how they are used.
6. Learners need opportunities to use language to try to achieve communicative purposes.

For a justification of these principles and a discussion of ways of applying them to materials development see Tomlinson (2010). See also McGrath (2002), McDonough, Shaw and Masuhara (2011) and Tomlinson (2008) for discussion of the application of learning principles to materials development.

Of course, one problem is that there is considerable disagreement amongst researchers about some of the main issues relevant to the teaching and learning of languages. Some argue that the main prerequisite for language acquisition is comprehensible input (i.e. being exposed to language you can understand); others argue that the main prerequisite

is opportunity for output (i.e. situations in which you have to actually use the language). Some researchers argue that the best way to acquire a language is to do so naturally without formal lessons or conscious study of the language; others argue that conscious attention to distinctive features of the language is necessary for successful language learning. Try skimming through an overview of second language acquisition research (e.g. Ellis 2008) and you will soon become aware of some of the considerable (and, in my view, stimulating) disagreements amongst SLA researchers. Such disagreements are inevitable, given our limited access to the actual mental processes involved in the learning and using of languages, and often the intensity of the arguments provoke additional and illuminating research. However, I believe that there is now a sufficient consensus of opinion for SLA research to be used as an informative base for the formulation of criteria for the teaching of languages. The following is a summary of what I think many SLA researchers would agree to be some of the basic principles of second language acquisition relevant to the development of materials for the teaching of languages.

1.4.1 Materials should achieve impact

Impact is achieved when materials have a noticeable effect on learners, that is when the learners' curiosity, interest and attention are attracted. If this is achieved, there is a better chance that some of the language in the materials will be taken in for processing.

Materials can achieve impact through:

(a) novelty (e.g. unusual topics, illustrations and activities);
(b) variety (e.g. breaking up the monotony of a unit routine with an unexpected activity; using many different text-types taken from many different types of sources; using a number of different instructor voices on a CD);
(c) attractive presentation (e.g. use of attractive colours; lots of white space; use of photographs);
(d) appealing content (e.g. topics of interest to the target learners; topics which offer the possibility of learning something new; engaging stories; universal themes; local references);
(e) achievable challenge (e.g. tasks which challenge the learners to think).

One obvious point is that impact is variable. What achieves impact with a class in Brazil might not achieve the same impact with a class in Austria. And what achieves impact with ten learners in a class might not achieve impact with the other five. In order to maximise the likelihood of achieving impact, the writer needs to know as much as possible about

the target learners and about what is likely to attract their attention. In order to achieve impact with most of the learners, the writer also needs to offer choice. The more varied the choice of topics, texts and activities, the more likely is the achievement of impact.

1.4.2 Materials should help learners to feel at ease

> Research has shown … the effects of various forms of anxiety on acquisition: the less anxious the learner, the better language acquisition proceeds. Similarly, relaxed and comfortable students apparently can learn more in shorter periods of time. (Dulay, Burt and Krashen 1982)

Although it is known that pressure can stimulate some types of language learners, I think that most researchers would agree that most language learners benefit from feeling at ease and that they lose opportunities for language learning when they feel anxious, uncomfortable or tense (see, for example, Oxford 1999). Some materials developers argue that it is the responsibility of the teacher to help the learners to feel at ease and that the materials themselves can do very little to help. I disagree.

Materials can help learners to feel at ease in a number of ways. For example, I think that most learners:

- feel more comfortable with written materials with lots of white space than they do with materials in which lots of different activities are crammed together on the same page;
- are more at ease with texts and illustrations that they can relate to their own culture than they are with those which appear to them to be culturally alien;
- are more relaxed with materials which are obviously trying to help them to learn than they are with materials which are always testing them.

Feeling at ease can also be achieved through a 'voice' which is relaxed and supportive, through content and activities which encourage the personal participation of the learners, through materials which relate the world of the book to the world of the learner and through the absence of activities which could threaten self-esteem and cause humiliation. To me the most important (and possibly least researched) factor is that of the 'voice' of the materials. Conventionally, language-learning materials are de-voiced and anonymous. They are usually written in a semi-formal style and reveal very little about the personality, interests and experiences of the writer. What I would like to see materials writers do is to chat to the learners casually in the same way that good teachers do and to try to achieve personal contact with them by revealing their own preferences, interests and opinions. I would also like to see them

try to achieve a personal voice (Beck, McKeown and Worthy 1995) by ensuring that what they say to the learners contains such features of orality as:

- informal discourse features (e.g. contracted forms, informal lexis);
- the active rather than the passive voice;
- concreteness (e.g. examples, anecdotes);
- inclusiveness (e.g. not signalling intellectual, linguistic or cultural superiority over the learners).

1.4.3 Materials should help learners to develop confidence

> Relaxed and self-confident learners learn faster (Dulay, Burt and Krashen 1982).

Most materials developers recognise the need to help learners to develop confidence, but many of them attempt to do so through a process of simplification. They try to help the learners to feel successful by asking them to use simple language to accomplish easy tasks such as completing substitution tables, writing simple sentences and filling in the blanks in dialogues. This approach is welcomed by many teachers and learners. But in my experience it often only succeeds in diminishing the learners. They become aware that the process is being simplified for them and that what they are doing bears little resemblance to actual language use. They also become aware that they are not really using their brains and that their apparent success is an illusion. And this awareness can even lead to a reduction in confidence. I prefer to attempt to build confidence through activities which try to 'push' learners slightly beyond their existing proficiency by engaging them in tasks which are stimulating, which are problematic, but which are achievable too. It can also help if the activities encourage learners to use and to develop their existing extra-linguistic skills, such as those which involve being imaginative, being creative or being analytical. Elementary-level learners can often gain greater confidence from making up a story, writing a short poem or making a grammatical discovery than they can from getting right a simple drill. For more discussion of the value of setting learners achievable challenges see de Andres (1999) and Tomlinson (2003b, 2006).

The value of engaging the learners' minds and utilising their existing skills seems to be becoming increasingly realised in countries that have decided to produce their own materials through textbook projects rather than to rely on global coursebooks, which seem to underestimate the abilities of their learners. See Tomlinson (1995) for a report on such projects in Bulgaria, Morocco and Namibia, and Popovici and Bolitho (2003) for a report on a project in Romania. See Tomlinson *et al.* (2001)