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Principled Frameworks for Materials Development; Introduction; Principles in materials development; A text-driven approach to materials development; Using the framework; An example of the framework in use; A web-based adaptation of the framework; Other types of principled framework; Conclusion; 5 The Instructional Design of a Coursebook Is As It Is Because of What It Has To Do - An Application of Systemic Functional; Introduction; Concepts from systemic functional theory; The context of culture: The genre of the coursebook
From theory to practice The plane of expression; Conclusion; 6 Humanizing the Coursebook; Introduction; Humanizing without the coursebook; Partial replacement of the coursebook; Humanizing with the coursebook; Developing humanistic coursebooks; Conclusion; 7 The Visual Elements in EFL Coursebooks; Introduction; Visuals in recent British coursebooks; What might we do with visuals in coursebooks?; Conclusion; 8 Creative Approaches to Writing Materials; Introduction; Part I: What is creativity?; How has creativity been applied?; Part II : Ideas for generating creative materials; Conclusion
9 Developing Digital Language Learning Materials Introduction; Teacher-created digital materials; Student-created digital materials; Publisher- /Professionally created digital materials; Looking to the future; 10 Demystifying Blended Learning; Introduction; A framework for blended language learning; Blended learning tools; Blended language learning case studies; Conclusion; Comments on Part B; Part C Developing Materials for Target Groups; 11 Authors' Knowledge, Rationales and Principles - Steady Flow-Through or Stuck in the Publishing Pipeline? The Case of Ear; Introduction
How coursebooks might give support

Sommario/riassunto

There have been a number of books published on various aspects of materials development for language teaching but *Developing Materials for Language Teaching* is the only one which provides a comprehensive coverage of the main aspects and issues in the field. This second edition brings it completely up to date and expands on the original book. It deals with advances in IT and an increasingly globalized world. It is the only publication which views current developments in materials development through the eyes of developers and users of materials from all over the world.
