

SECTION 7

PUBLICATIONS

1. The nature of association publications

Publications play an important role in the work of associations, and, for some members, the most important role. Thanks to new technologies, publishing activity has become increasingly easier to handle and consequently it has expanded considerably. The overwhelming majority of language teacher associations (indeed all of those which responded to our questionnaire) have developed their own websites which are used to gather and disseminate information and communications to members, usually in parallel with email and, occasionally, Facebook messages. Websites are able to provide an increasingly rich information source, which can, and should be, constantly updated. An analysis of the websites of those associations who responded to our questionnaire reveals two main types of information:

- a) Many associations place relevant scientific publications on their websites. These are largely individual articles written by members, or conference proceedings. The topics dealt with in these publications correspond to the aims of the association and the interests of the members, and are broad ranging, including articles on literature, linguistics and pedagogy, which report on the latest research and practice. These publications can appear as freestanding articles or as book series or journals published by the association. In fact, more and more associations are setting up their own journal, increasingly with an ISBN or ISSN number. Some of them, especially those connected to higher education, have set up editorial boards which regulate the quality of the journal and guarantee its status at an international level. These scientific publications usually also house conference reports, news about cultural events as well as book reviews and discussions.
- b) The publishing arm of the associations does not, however, only produce scientific publications. As significant for the associations is the publishing of news and information relating to their wide ranging day to day activity. Here then we have the second meaning of the word ‘publication’, namely ‘making public’, the provision of a vital information service for association members. This has also been made easier, faster and more effective through modern technologies. Printed newsletters have been replaced by electronic mailings and printed publicity documents, such as flyers, by the association website. Both of these tools enable members to be informed immediately about the various association activities, current issues and events.

As well as the association website, then, email plays an important role. Many associations stress that the members of their executive bodies are reachable at all times by email:

“Direct communication between members (Google group) and direct contact to the executive via their email addresses are possible at all times”. (**Deutschlehrerverband Rumäniens - Romanian Association of German Teachers, Romania**)

Others place the email addresses not only of the executive but also of their members in a prominent place on the website. Electronic mailings draw the attention of members to the association's various activities, important dates and scientific publications. Since members cannot be expected to constantly visit the website, electronic mailings are important in highlighting new additions to the website.

Most associations therefore use email as a form of communication to ensure that messages reach their members. It is becoming increasingly rare for such messages to be sent by post. Brochures and flyers are only distributed in special circumstances, such as at conferences, or when an important book has been published or to celebrate occasions when members receive prestigious prizes. Sometimes, however, it is still necessary to send mailings by post for more everyday matters; one case study sent in by an association pointed out that some members tend only to pay their membership fees when the request arrives by post accompanied by a payment slip:

“The increase of social media and the increase of a younger generation of teachers and dependence on electronic media is something that we are trying to stay apace with. However, our older members do not necessarily use these media so we need to have a number of different ways to reach our members. We have discovered that sending emails as reminders to renewal of membership does not work well and that we need to send out letters with payment slips attached.” (**TEA - Teachers of English in Austria, Austria**)

However, not all associations entirely welcome the shift from printed to electronic publications. Many consider the printed versions to be more valuable and easier to use than electronic versions (including CDs and DVDs), and regret the fact that they lack the necessary funds to produce printed versions:

“The fact that publishing reviews costs a lot and there are no funds included for that... Other than that, there are some people who know how to make magazines (myself included), and we can manage without specialized help, on a voluntary basis, which saves a lot of money. But the issue of printing is still a problem. We give our members an e-magazine after an event, but it is not the same thing as having a printed copy in your hands or a CD with the magazine. Of course everyone prefers the former.” (**RATE - Romanian Association of Teachers of English – Romania**)

The vast majority of associations nevertheless stress the advantages of being able to reach a wider audience for less cost through the use of electronic publications and information services:

“Movement to wider use of the web to access information. Six years ago, we started to allow membership with either a printed magazine or with download of its electronic version. This opens the way to membership from countries with lower levels of disposable income.” (**International League of Esperantist Teachers, ILET /**

Internacia Ligo de Esperantistaj Instruistoj ILEI. ILEI is officially registered in Den Haag, the Netherlands)

“Possibility of being published in overseas publications.” (**Association des professeurs de français du Sud de la Russie – French Teachers’ Association of Southern Russia, Russian Federation**)

“We include the conference proceedings which help those non ELTA members who can’t come to such kind of events.” (**English Language Teachers Association in Albania**)

“Our newsletter is online and we charge \$8 for printed copies annually. Our pedagogical journal *Die Unterrichtspraxis* will be only online beginning in 2012. Our material center is moving slowly to CDs and DVDs rather than paper copies.” (**American Association of Teachers of German, USA**)

“Cost of printing the journal is a big issue.” (**The Association of Foreign Language Teachers in Iceland**)

“We have no money for publications and so we use the website and mailing lists. Foreign language associations share a common journal which is also available on-line.” (**Félag Þýzkukennara/Der isländische Deutschlehrerverband – The German Teachers’ Association of Iceland**)

One association makes the interesting point that today’s readers are overloaded with information and do not want printed versions any more:

“No more paper wanted! Our newsletter and all communications have gone entirely electronic. Readership is not great - members are too inundated to bother opening all mail correspondence they receive.” (**BC Association of Teachers of Modern Languages Canada**)

The position of emails and websites as the most important current form of communication is increasingly being supplemented by an association presence on Facebook, which is being used more and more in today’s society.

2. Main content of publications and other communications

Associations’ information services are able to provide information on a wide range of topics. Apart from important dates and events, the websites tend to include the aims of the association as well as its history, minutes of meetings, links to other associations and to interesting events in relation to languages. In many cases, association activities are reported online immediately after the event, such as in Case study 7.1.

Association activities and specialist publications are closely related. This is particularly the case when the proceedings of an association conference appear in one of its own publications. An example of this is the publication of the proceedings of the last IDT/International German Teachers' Conference (Jena 2009), which were published online in four volumes of the IDV Magazine (http://www.idvnetz.org/publikationen/idv_magazin.htm).

Topics included in specialist association publications can be grouped into two many areas: **New directions in research and priorities for teaching** and **Influence of policy on education**, as seen below:

a) References to research and teaching approaches

“At IDT conferences topics cover a wide range of issues relating to the overall theme of ‘the provision of German as a foreign, second and first language’. Of course these include new directions in research and priorities for teaching, such as in recent years a focus on text in linguistics, corpus linguistics, the issue of meaning and characteristics of German as a scientific language, etc.” (Internationaler Deutschlehrerverband (**IDV**) - **International Association of Teachers of German**)

“Current topics in the field of German as a Foreign/Second Language and interculturality.” (**Arbeitskreis Deutsch als Fremdsprache in der Schweiz**, www.akdaf.ch – **Swiss Association for German as a Foreign Language, Switzerland**)

“New approaches to facilitating the learning of German as a Foreign Language, and all other topics of interest to German teachers.” (**Slovenischer Deutschlehrerverband** – **SDUNJ – Slovenian Association of German Teachers, Slovenia**)

“Implementation of the Common European Framework of Reference & Language Portfolio (which has been adopted in principle as curriculum development reference tools) is our key influence. Provincial/territorial curricula are in the process of being revised, and our association could play a key role in disseminating info and assisting implementation.” (**Canadian Association of Second Language Teachers, Canada**)

There is also some recognition of the need to move towards similar standards of initial teacher training and continuing professional development across Europe:

“The reduction in the number of French classes nationally, the need to employ new technologies in class, and raising the standard of teacher training to the European level.” (**Association Roumaine des Professeurs de Français – Romania**)

“Our members are particularly interested in documents relating to teaching methods and cultural content. They need grants to enable them to go on summer courses in French speaking countries in order to refresh or enhance their competence in French, whatever their need may be. They also need resources and arguments to convince

administrators of the importance of French.” (**American Association of Teachers of French – AATF, USA**)

b) References to the influence of policy on education

“Characteristics of the language policy pursued by the Italian Ministry of Education ; innovations in teaching and learning languages.” (**LEND – Lingua e Nuova Didattica – ITALY**)

“Reactions to political decisions or laxism.” (**SPEAQ, Canada - Society for the Promotion of the Teaching of English as a Second Language in Quebec**)

“Last year we had the conference entitled ‘The changing nature of education in Central Asian countries’. I gave the plenary talk at the conference. Or I publish on the Kazakhstan languages strategy in the journal ‘German in Kazakhstan’. (**DLV Kasachstan – Germans Teachers’ Association of Kazakhstan**)

The main topics here are the political decisions, or rather the frequent lack of engagement on the part of politicians in promoting languages, as well as political changes, which mean that education is also impacted on a political level and not only on a scientific research level.

The particular curricular constraints on maintaining the learning of a second and third foreign language (after English as a compulsory language) are nowadays considered to be a major problem in many countries. German and French are examples of languages which are particularly affected:

“Current trends in language policy in Slovakia – English as a compulsory language and, from September 2011, it will even be the first foreign language.” (**SUNG – Verband der Deutschlehrer und Germanisten der Slowakei – German Teachers’ Association of Slovakia, Slovakia**)

Ideas for topics to be included in publications often come from the Executive Committee and its initiatives. Many associations therefore consider it important to change the individual members of such committees on a regular basis, as new members bring new ideas.

“We have members of the board responsible for publications and information published. Members of the board are changed each 3 years, new professionals introduce new ideas.” (**Lietuvos kalbų pedagogų asociacija – LKPA – Lithuanian Association of Language Teachers**)

Reference is also made to career opportunities afforded by the learning of a foreign language:

“The trend of using French as a language of high level education, of careers and interesting professional activities.” (**Association de professeurs de français d’Astrakhan – French Teachers’ Association of Astrakhan, Russia**)

Finally, it is worth mentioning that the possibility of participating actively in association conferences and publishing their own work in association books or journals is a great attraction to many members:

“All members have the opportunity to publish in the journal ‘Deutsch Aktuell’, which has an ISSN number.” (**Deutschlehrerverband Rumäniens – German Teachers’ Association of Rumania**)

A further example of this has been provided in Case study 7.2.

CASE STUDY 7.1

IDV- INTERNATIONAL GERMANS TEACHERS' ASSOCIATION

Marco Aurelio Schaumloeffel, IDV-Editor

<http://www.idvnetz.org/default.htm>



The International German Teachers' Conference (IDT) 2009 in Jena/Weimar had successfully drawn to a conclusion, but there was still much work to be done following the largest IDT in the history of IDV. This conference had provided so many new initiatives, contacts and ideas for all who took part, that it was absolutely essential to find a publication format which would allow the widest distribution and access for anyone interested. In order to make this possible, and at the same time to ensure that the 'long-term effects' of the conference would not be lost, IDV asked conference participants to submit all of their contributions (to any of the nine conference strands) to the association's online journal. The nine conference strands of the IDT in Jena were divided into an impressive 44 sections, which made it impossible to publish all contributions in one issue of the IDV Magazine. Instead, four successive issues of the journal were devoted to the conference papers, and published between December 2009 and March 2011. The task of selecting the contributions and editing work was carried out by each of the strand leaders.

The result of this was that, for the first time in the follow-up to an IDT, IDV managed to publish not only the main talks, but also provided the opportunity to a wide international public to disseminate their experiences of research and practice, which had been presented as part of this major international conference, in the IDV Magazine. We considered this approach to publishing to be our particular contribution to the conference, and an attempt to respond to the frequent comments of participants that 'we unfortunately cannot hear everything'.

**„Kommt ein Einarmiger
in ein Second-Hand-Geschäft“**

- Syntax (Verberststellung), Spezifisch Textsorte „Witz“
- Morphologie
 - ein, 1) Zahlwort (1,2,...), 2) unbest. Artikel Nom sgl. m./n
 - 1) Arm, Substantiv, mask. (Pl.: -e) 2) arm, Adj. - + „reich“
 - ig grammatikalisches Suffix, Substantiv → Adjektiv
 - er Agensmarkierung (Person), mask
- Semantik
 - Bedeutung „EIN-ARM-ig“ ~ „SECOND-HAND“
 - Internationalismen („Second“ ~ Zahlwort, „Hand“ ~ Arm)

Vertextungen, implizite Semantik (Wortfelder und „Weltwissen“) und damit einhergehende Wortschatzarbeit, Stereotypen („Kellner“, „Ostfriese“ oder „Angler“ im kommenden Beispiel) und ganz bewusst auch Tabubereiche (u.a. „Blondinen“) stimulierten aktive Diskussionen innerhalb des Seminars und Reflektionen über viele nicht realisierte Bereiche der deutschen Sprache und Kultur.

Voraussetzung für die Betrachtung einzelner Texte ist selbstverständlich eine ausgearbeitete Vorentlastung in Bezug auf Wortschatz/Homonymien, Konnotationen, Handlungsmuster und Kulturspezifika (so müssen die Rezipienten beispielsweise über die Existenz und Bedeutung der Frauenzeitschrift „Für Sie“ wissen, bevor Sie folgenden Text verstehen, geschweige denn

analysieren können: „Wie heißt die große deutsche Frauenzeitschrift für Blondinen? – „Für Ihr“.“)



Stereotypische Vertextung: Analyse

Einleitung:

- Personenstereotypen:**
 - Angler (redet nicht gerne)
 - Spaziergänger (gesprächig)
- „Trigger“:**
 - Personalpronomen „SIE“
- Ambiguität:**
 - 1) 3. Pers. pl.
 - 2) Höflichkeitsrede
- Punch-Line:** Re-Interpretation durch „Ich“

Retrospektiv stellt sich eine Analyse der kurzen, weit verbreiteten und hochkomplexen Textsorte „Witz“ als ein hervorragendes Medium zur weiteren Vermittlung verschiedenster DaF-relevanter Aspekte dar: fokussiert ausgehend von grammatischen Bereichen der Sprache über allgemeinsprachliche Beobachtungen, soziokulturelle Aspekte über geschichtliches und landeskundliches Wissen bis hin zu sprachpolitischen Überlegungen.

Sample pages of the special issues of the IDV-Magazine containing contributions to the IDT Conference, 2009

CASE STUDY 7.2

TDLV PUBLICATIONS

Türkiye Almanca Öğretmenleri Derneği/Turkish Association of German Teachers

President: Petek GÖKÇE

www.taod.org.tr

<http://facebook.com/TAOD.TDLV>



In addition to the regular publication of the members' journal Almanca Dil Dergisi, a major task of the Turkish Association of German Teachers is to organise courses, seminars and conferences on issues relating to the German language. Every month we offer seminars, workshops and opportunities to exchange ideas. Our events are also advertised by our partner organisation, the Goethe Institut. Our journal 'Almanca Dil Dergisi' is published annually and, as with many of our activities, financed by the Goethe Institut.

Our members enjoy participating in our events, which are regularly enounced on both our website and the Goethe Institut's website (<http://www.goethe.de/ins/tr/ist/ver/deindex.htm>). Activities and topics, often with an intercultural focus, included in our most recent events were: film in the classroom; German songs accompanied by the guitar; painting evening (with the theme of Turkish-German relations) for creative and socially engaged German teachers; an exhibition (Photo Safari – Traces of Germany in Beyoglu and Spring in Istanbul); a handicrafts event at Christmas and Easter; recipes for use in teaching German as a Foreign Language, leading to a Turkish-German cookery book.

Following each event, photos are put onto Facebook (<http://facebook.com/TAOD.TDLV>). This serves the dual purpose of survey (evaluation) and publicity for the next events. Our surveys are usually organised and analysed by active members.

Whenever our members send us a report of one of their successful projects, we publish it in our journal and also on our Facebook pages.