

HELTA's ETM Writing Guidelines (English Teaching Matters)

HELTA Editor: jbm@ft-training.com

The deadlines for article submissions for ETM:

- **25th February** for the **spring issue**
- **25th June** for the **summer issue**
- **25th October** for the **winter issue**

Please send your contributions by e-mail to the HELTA Editor: jbm@ft-training.com

Below are the general guidelines you should refer to and use if you wish to offer a contribution for either the ETM (English Teaching Matters) magazine, or for HELTA's website.

Your contributions can only be accepted in electronic format.

Please send in your contribution as a **Word document**. However, rich-text format is also acceptable. Your contribution should also have a title (headline), and clearly state your **name** and whether you are a member of HELTA.

General Guidelines

1. Use **ARIAL font size 14, bold print** for the **heading** of the contribution.
2. Use ARIAL font size 12 for everything else.
3. Put your **name** and any **sub-headings** in bold print.
4. **Graphics and photos:**
These should be sent as separate files – please do not embed the pictures in the article. Please send them in the best quality possible, preferably via email as **JPGs**. You may also burn your photos onto a CD and post this to one of the editors.

Photos taken with a normal digital camera are usually suitable for printing.

The pixel measurement should be an absolute minimum size of 1600 x 1200 and have not less than 1 MB size.

Larger photos can be cropped, but anything smaller is not suitable for printing.

Please note: photos taken with a mobile phone are unusable!

Quick check list (*Have I remembered to include*):

- Name and ELTA
- Separate graphics/photo file
- Source all quotations where possible
- Spell check
- Word count

When ready, please send to Janine Bray-Mueller, Editor for HELTA at: [jbm\(at\)ft-training.com](mailto:jbm(at)ft-training.com)

A message for our newcomer members who are budding writers-at-heart!

HELTA and the ETM are always looking for interesting contributions from its members. Should you have any information you feel other ELTA members would be interested in, please don't hide your light under a bush; we'd like to hear from you. We'll do everything we can to help and support you in getting your writing endeavours off ground. 😊

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ETM covers five (5) distinct article categories:

1. Feature articles
2. Teaching Materials
3. Event and Workshop Reviews
4. Book Reviews
5. Website Recommendations

1. Feature articles

1. **1000 – 1500 words**
2. Please try to include some photos or graphics to visually break up long text.
3. If you don't have any relevant photos or graphics available, please send a photo of yourself with a short biography.
4. You may also send your photo and biography in addition to the accompanying feature article photos or graphics.

Example of a Feature article headline:

Headline: Arial; font size 14 + Bold

Name: Arial; font size 12 + Bold

Text: Arial; font size 12 + normal

Word count: 1151 words
¶
¶
Technical English Should Be Recognised As A Serious Branch Of ESP
¶
By Lawrence Harris (HELTA)
¶
In this article...

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2. Teaching Materials

1. **500 – 1000 words**
2. Please provide a clear title (headline) for the teaching material you are writing about or reviewing.
3. Please give your name as contributor with your HELTA membership.
4. When you are sending or recommending a game, please do not forget to include:
 - the instructions on how to use the game, and
 - information giving the level which the materials are aimed at.

Example of Teaching Materials headline:

Headline: Arial; font size 14 + Bold
Name: Arial; font size 12 + Bold
Sub-Heading: Arial; font size 12 + Bold
Text: Arial; font size 12 + normal

Word count: 500 words

¶
¶
COMPLAINING CUSTOMERS

¶
Sheila Vine (OWL and ELTAS)

¶
These customer complaints exercises are hot off the press, ones I have just created for my classes.

¶
Complaint about a delayed order
Student A (use your own name)

Headline: Arial; font size 14 + Bold
Name: Arial; font size 12 + Bold
Text: Arial; font size 12 + normal

Word count: 81 words

¶
¶
DRILLING FOR INTERNATIONAL MEETINGS

¶
Monica Berger (ELTAS)

¶
Asking questions, whatever the situation, is difficult for many students. I like to use this drill to prepare my learners to...

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3. Event and Workshop Reviews

1. **500 – 1000 words**
2. The headline should contain:
 - the name of the workshop
 - date of the workshop
 - where the workshop took place
 - the event reviewer's name
 - that you are a HELTA member
 - photographs or images/graphics, if available
3. Photographs are always welcome. Please check with other people who attended the workshop or event if you were not able to take any – someone may have taken some photos that would be perfect to illustrate the review.

Example of an Event or Workshop headline:

Headline: Arial; font size 14 + Bold

Sub-Heading: Arial; font size 12 + Bold

Name: Arial; font size 12 + Bold

Text: Arial; font size 12 + normal

Word count: 988 words

¶

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Review of The Pyramid Group's "Introduction to Teaching English for Legal Purposes"

Venue: 7 – 11 September 2009 in Römer Villa in Neu Ulm, Germany.

¶

Reviewed by **Janine Bray-Mueller** (HELTA)

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¶

What is the Introduction to Teaching English for Legal Purposes course about?

¶

What is the course about? It's about informing teachers who want to teach English to ...

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4. Book Reviews

→ If you are able to make a high-quality scan of the book cover please attach the JPEG file as a separate document to your book review.

1. **Approximately 500 words**

2. The title (headline) should contain:

- the title of the book
- the book reviewer's name
- that you are a HELTA member
- details about what extras are included with the book: (e.g. student course book, CD/DVD-ROM, internet portal, etc.)
- name of the book's author
- name of the publisher
- the German ISBN
- the shop price

Headline: Arial; font size 14 + Bold

Name: Arial; font size 12 + Bold

Text: Arial; font size 12 + normal

Example of a Book Review headline:

Word count: 166 words
¶
¶
The Beach
Alex Garland
¶
Penguin Longman Reader (PLPR)
Level 6 Advanced (3000 words)
ISBN: 13-978-1405880268 (with Audio CD)
Cost € 8.45
¶
Reviewed by **Elfie Homann** (HELTA)

Word count: 408 words
¶
¶
Infotech: English for computer users (Fourth Edition)
By Santiago Remacha Esteras
¶
Cambridge University Press
ISBN 978-0-52-170299-7
Cost € 26.95
¶
Reviewed by **Janine Bray-Mueller** (HELTA)
¶
The new *Infotech* course (April 2008) comprises a student's book, a teacher's book, and a set of two audio CDs. There are also online...

4. Book Reviews *cont./...*

Here are some ideas you might like to mention as these will give the reader a good impression of the book you are reviewing. However, it is not necessary to include them all.

About the layout:

- Is there an easy-to-follow guide to the units or chapters?
- What is the page layout like? What effect do you think it will have on the reader?
- What are the pictures or photographs like?
- Does the book have an answer key? Tapescripts? An English-German vocabulary list?

About the content:

- What CEF level of learners is the book aimed at? (A1 – C2)
- How appealing are the texts in the book (to the target learner or reader)?
- Even if you did not receive the other resources of the book package, please outline what these are (CD/DVD-ROM, online resources, workbook). If you did receive the material, how well do these complement the book you have received (e.g. recycling, extra practice, ...)?
- How authentic do the listening texts sound? Are the students exposed to a wide variety of speaker accents, for example? Are the listening texts too fast or too slow?
- Does the numbering system in the course book audio exercises match the track numbering in the course book?
- A lot of teachers now transfer the mp3 audios to an iPod for its convenience of use. How much extra editing work (or time) will the teacher have to expect to clearly distinguish and identify the files on the iPod? Is this transfer quickly and easily done?

TIP:

Try to write a balanced book review. If you don't like something, give a reason why you don't like it. Negative feedback is just as important a positive feedback. If there's something you particularly like, give an example.

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5. Website Recommendations

1. **Approximately 300 – 400 words**
2. Give the website address and a brief description and acknowledgment. Inform the readers whether or not the information is free. The website should have a recognised ELT benefit or usage.

Example of a Website Recommendation headline:

Headline: Arial; font size 14 + Bold

Text: Arial; font size 12 + normal

URL: Arial; font size 12 + normal + NO underlining

<http://bookboon.co.uk/>

www.makeuseof.com/tag/the-best-6-sites-to-get-free-ebooks/

Word count: 95 words

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¶

Bookboon.co.uk

<http://bookboon.co.uk/>

← No **www**? Add **http://** to the URL!

¶

Bookboon.co.uk is an online publisher of free books. You can download the books for free and without providing any personal details. The books are provided in PDF so that you can print the books and/or read them offline. In the books there are relevant advertisements on every third page on average.

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Best 6 Sites to Get Free Ebooks

www.makeuseof.com/tag/the-best-6-sites-to-get-free-ebooks/

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You might be surprised by how many good free e-book sites there are out there.

Last updated: Sunday, 08.March 2010 / JBM