e-ISSN: 2442-7667 p-ISSN: 1412-6087

ELT Materials Designing and Evaluating

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Abstrak: Ada dua macam sumber materi ajar umumnya dipakai oleh guru bahasa Inggris mengajar di sekolah. Pertama, apa yang disebut materi 'handed' dan materi 'open-market'. Akan tetapi sangat disarankan kepada para guru bahasa Inggris mendisain materi sendiri. Ada beberapa alasan logis yang muncul seperti materi bisa disesuaikan dengan kebutuhan para siswa, bisa menyusuaikannya dengan kurikulum yang berlaku, dan bisa menghindari ketidak cocokan materi dengan situasi kelas atau menghindari penggunaan satu buku untuk semua kelas. Walaupun materi 'handed' memiliki keunggulan tetapi manfaat dari mendisain materi sendiri lebih banyak manfaatnya dari materi siap pakai atau materi 'handed' seperti materi cocok dengan kebutuhan para siswa, materi dapat dibuat sesuai dengan situasi stempat dan dapat pula disesuaikan dengan kemapuan siswa dan latar belakang budaya mereka. Selanjutnya, mendisain materi sendiri bisa memberi manfaat untuk mengevaluasi sumber atau buku di mana materi diambil. Buku-buku itu dapat dievaluasi dari external maupun internal untuk meneliti kualitasnya dan pada ahirnya mendapatkan buku yang sesuai dengan para siswa.

Abstract: There are two sources of materials that commonly used by teachers in teaching English in school. The first one is 'handed' materials and the second one is 'open-market' materials. However, it is a highly recommended to teachers design the materials by themselves. Some plausible reasons emerge and lead to the learners' needs, contextual with the current curriculum, and lack of fit and also to avoid 'one-size-fit-for-all'. Although the 'handed' materials have superiorities but the advantages of teacher-made materials outweighs the disadvantages such as focus on learners' individual needs, personalizing materials with the learners' ability and cultural background. Moreover, designing materials can be beneficial for evaluating the sources in which the materials taken from. The books (handed or open-market) can be evaluated externally and internally to assess the quality and in the end it is suitable to use for the students.

Key words: develop, design, handed, open-market

Introduction

Many people agree to the fact that there are two types of materials can be used in classroom. The first one is the 'openmarket' materials and the 'handed' materials. In the first type situation teachers may have quite a large amount of choice in the materials they select to use in the classroom. While in the second one many situations around the world where teachers in fact get a very limited choice or perhaps no choice at all, and this second type of materials may well obtain for teachers who 'handed' materials are bv government/ministry of education. For the vast majority of teachers working in the first situation, that having a good deal of choice preparing of appropriate materials, writing designing their own materials can be very time consuming and not necessarily cost-effective; hence the need to be able to discriminate effectively among all the course books on the market.

Today, there is a wealth of English as Foreign Language materials available, with literally hundreds of new, commercially available titles appearing every year in the English – speaking countries. There are many course designers write many textbooks and that putting the books on the market. This implies that those books have been cleared of basic fault. However, this is not always the case.

Another fairly typical factor to consider is that teachers or course organizers are often under considerable professional and financially pressure to select a course book for an English Language Teaching (ELT) program that will then become the popular textbook for years. Added to this pressure is the fact that in many contexts materials are often seen as being the *core* of a particular program and are often the most visible representation of what happens in the classroom. Even though some practitioners may take issue with O'Neil's (1982:107) comment that 'no other medium is as easy to use as a book'.

The reality for many is that the book may be the only choice open to them. For some teachers the selection of good textbook can be valuable, particularly in contexts where the assimilation of stimulating, authentic materials can be difficult to organize. Other teachers working with materials given to them by ministry will clearly have some different issues to contend to. They may for example, have to work with materials they find very limiting, and will probably need to resort to adapt these materials as good as possible to suit the needs of their particular context. Even though such teachers will not have to evaluate to adopt materials, they may well be interested in evaluation as a useful process in its own right, giving insight into the organizational principles of the materials and helping them to keep up with developments in development in the field.

In the first instance, teachers may be interested in the evaluation exercise for its own sake. For example, we may wish to review all the materials that have come out

during a given period of time and require some criteria with which to assess these materials. In doing this, we may of course find materials suitable for designing/selecting at some future date. For teachers wishing to design, however, this distinction is clear important since there is no point in doing full evaluation for selection purposes if a preliminary evaluation can show that those materials will be of little use for a particular group.

Problems to Cover

In this writing, it will discuss the relevant thing with the topic to cover. Many teachers are confused with their teaching activities especially selecting materials to teach. Some regard that they are lucky to be asked and given handed book as the materials to teach but some are also still asked to design the materials to teach. In the first case, teachers who have got "handed books" - the books are given by government and are compulsory to use will be lessened jobs to design materials to teach in classroom. However, teachers who have not access to the book given by government have to work hard to design teaching materials. They need to go to bookshops to get book and expend their money. They are usually the teachers who teach far from the rich access to get teaching materials.

In fact, according to Mcdonough (2006) both types of teachers should "invest their time to design teaching materials" whether they have got "handed book" or not since the books which are given by government also commonly not always match with the learners' needs. Teachers

need to design the materials by themselves and this is called teacher-made materials.

Beside suitability with the learners, there are some other reasons to get in designing teaching materials. Teachers can merit and demerit the materials, see advantages and disadvantages, things to consider and evaluate the materials as well. Thus in this writing we will try to discuss the designing and evaluating teaching materials – reasons for design, reasons to consider to design, evaluating through external factors that offers a brief 'overview' of the materials from the outside (cover, introduction, table of contents), which is then followed by a closer and more detailed internal evaluation.

Discussion

Designing materials

An important advantage of teacher designed materials are to contextualize (Block, 1991). A key criticism of commercial materials, particularly those produce for the world wide English for Foreign Language (EFL) market is that they are necessarily generic and not aimed at any specific group of learners or any particular cultural or educational context. The possible lack of 'fit' (still Block, 1991) between teaching context and course book has been expressed thus: "our modern course books are full of speech acts and functions based on situation which most foreign - language students will never encounter... 'Globally' designed course books have continued to be Anglo-centric". For stubbornly many teachers, designing or adapting their own teaching materials, enable them to take into learning account for their particular

environment and overcome the lack of 'fit' of the course books.

A second area in which teacherdesigned teaching materials advantage is that of individual needs. Modern teaching methodology increasingly emphasizes the importance of identifying and teaching to the individual needs of learners. English language classrooms are diverse places not only in terms of where they are situated, but also in terms of individual learners within each context. Teacher - designed materials can be responsive to the heterogeneity inherent in the classroom. This approach encompasses the learner's first languages and cultures, their learning needs and their experiences. Few course books deliberately incorporate opportunities for learners to build on the first language skills already acquired, despite that bilingual research suggesting approaches are most successful developing second language competence (Thomas & Collier, 1997). Teacher can develop materials that incorporate elements of the learners' first language and culture, or at least provide opportunity to select texts and activities at exactly the right level for particular learners, to ensure appropriate challenge and levels of success.

In designing the teachers' own materials they can also make decisions about the most appropriate organizing principle or focus for the materials and activities. And this can be changed over the course of the program if necessary. Most course books remain organized around grammar elements and the PPP (present, practice, production) model of teaching, often with an "unrelenting format" which

can be "deeply unengaging" (harmer, 2001, p.6). By taking more control over materials production, teachers can choose from the range of possibilities, including topics, situations, notions, functions, skills, etc, or a combination of these principles, as starting points to develop a variety of materials that focus on the developing needs of their particular group of learners.

Personalization is another advantage of teacher-designed materials. Block (1991) in his article argues in supporting of 'home-made' materials saying that they add a personal touch to teaching that students appreciate. Tapping into the interest and taking account of the learning styles of students is likely to increase motivation and engagement in learning. Podromou (2002 in Vahid, (2012)) further suggests that there is also greater choice, freedom and scope for spontaneity when teachers develop their own materials.

The last advantage of teacher-designed materials is **timeliness** (Block, 1991). Teachers designing their own materials can respond to local and international events with up-to-date, relevant and high interest topics and tasks. The teachable moment can be more readily seized. In conclusion, the advantages of teacher - designed materials can be summed up in the idea that they avoid the "one-size-fits-all" approach of most commercial materials.

Beside the advantages of teacherdesigning materials there also some disadvantages can be taken into account. Commonly the most criticism leveled against teacher designed materials is to do with their **quality**. At glance, teacher-

designed materials may 'seem ragged and unprofessional next to those produced by professionals," (Block, 1991, Cunningworth, 1995). They may contain errors, be poorly constructed, lack clarity in layout and print and lack durability. In addition, a lack of experience and understanding on the part of the teacher may result in important elements being left out or in adequately covered. Teacher-designed materials may be produced to take advantage of authentic text. However, if not guided by clear criteria experience, teachers may make inconsistent or poor choices of text.

A further problem may be a **lack of clear instructions** about how to make effective use of the materials – particularly instructions designed for students. Yet another disadvantage of teacher-designed materials, and perhaps the key factor inhabiting many teachers from producing their own materials, is **time**. However, passionately one may believe in the advantages of teacher-designed materials, the reality is that for many teachers, it is simply not all the time.

Factors to consider when designing Materials

We turn now to consider six key factors that teachers need to take into account when starting designing teaching materials for their learners. These refer and relate back to some of advantages and disadvantages. Some also will be expended further as follows: The first and the most important factor to be considered is the **learner**. If the point of teacher – designed materials is relevance, interest, motivation and meeting

specific individual needs, then clear teachers must ensure they know their learners well (Harmer,1998). Any consideration of syllabus or materials design must begin with needs analysis (Richard, 2006). This should reveal learning needs with regard to English language skills in listening, speaking, reading, writing, vocabulary knowledge and grammar, as well as individual student's learning preference.

The second consideration is the curriculum and the context. These will be significantly impact on decisions about teaching materials. Many teachers are bound by a mandated curriculum defining the content, skills and values to be taught. Whether imposed at school or state level, curriculum outlines the goal and objectives for the learners and the course of study. Whatever the curriculum, it is teachers' responsibility to ensure that the goals and the objectives of the curriculum are kept close at hand when designing materials (Nunan, 1988).

As we noted earlier, the context in which the teaching and learning occurs will impact on the types of materials that may need to be designed. For example, a primary level mainstream, English speaking setting, with a set of curriculum and access to native speakers may require materials that facilitate interaction about subject content, and develop cognitive academic language proficiency. However, refugee adults may need teaching materials that focus meeting immediate survival needs and getting employment.

The third thing to consider is the resources and facilities. These also mentioned above as the element of context.

Clearly, teachers must be realistic about what they can achieve in term of materials design and production within the limitation of available resources such as computers, a video player and TV, radio, cassette recorder, CD player, photo copier, language lab, digital camera, whiteboard, OHP, scissors, cardboard, laminator etc will impact on decisions in materials design. Hadfield and Hadfield (2003) offer some useful suggestions for 'resourceless' teaching which address the impoverished reality of some teaching contexts.

Personal confidence and competence are factors that will determine an individual teacher's willingness to embark on materials development. This will be influenced by the teacher's level of teaching experience and his or her perceived creativity or artistic skills and overall understanding of the principles of materials design and production. In reality, most teachers undertake materials design to modify, adapt or supplement a course book, rather than starting from scratch, and this probably the most realistic option for most teachers.

Furthermore, it is a less exciting but nevertheless important factor to consider in designing materials is **copyright compliance**. Teacher needs to be aware of the restrictions that copyright laws place on the copying of authentic materials, published materials and materials downloaded from the internet for use in the classroom.

The final consideration to take into account in designing materials is **time**. It was discussed earlier as a disadvantage for teachers who wish to design their own

materials. It is important to consider ways to make this aspect manageable.

Materials Evaluation

Two reasons to evaluate textbook according to Sheldon (1988, in Vahid, 2015), the first is the evaluation will help the teachers in making decisions on selecting textbook. appropriate Furthermore. evaluation of merits and demerits of a textbook will familiarize the teacher with its probable weaknesses and strengths. This will enable teachers to make appropriate adaptations to the material in their future instruction. While Byrd (2001) argued that the evaluative criteria should be based on the teaching – learning context and the specific needs of the learner and teacher.

The criteria will be included to evaluate comprehensively is the external overview to see how the materials have been organized. The aim is basically that of examining the organization of the materials as stated explicitly by the author/publisher by looking at: (a) The 'blurb', or the claims made on the cover of the teacher's/students' book; (b) The introduction and table of the contents.

These should enable us to assess what Cunningworth (1984:2) has termed 'what the book say about themselves'. We also find it useful to scan the table of contents page in that it often represents a 'bridge' between external claim made for materials and what will actually be presented 'inside' the materials themselves. At this stage we need to consider why the materials have been produced. Presumably because the author/publisher feels that there is a gap in the existing market that these

materials are intended to feel: so we will investigate this further to see whether the objectives have been clearly spelt out. To illustrate what we mean here is an example given by Mcdonough (2006) of one such 'blurb' taken from a well-known EFL textbook from the 1970s: "for upper intermediate and more advanced students interested in using language rather than learning more about structure. Students at these levels often have very good knowledge of English structure and vocabulary but cannot apply their knowledge communicate effectively...introduces major communicative functions for which language is used and provides stimulating presentation and practice materials".

It appears, therefore, that this textbook is aiming at the higher proficiency student who has a very good 'usage' background but needs a course that will activate language use. When the one investigates the organization of the materials he or she will have to ascertain whether or not this is really the case.

Let us see the types of claim that can be made for materials in the introduction. The following example given by Mcdonough (2006)is part of introduction taken from a recent EFL series. We have italicized certain terms and key concepts that we feel need further investigation. This book is intended for good intermediate level students who have already got a basic knowledge of grammar. The aims of the book are to: 1) Expose students to a variety of authentic written and spoken language, and to give them confidence in coping with it. 2) Provide plenty of opportunities for oral fluency, from

discussion activities to full scale role plays.

3) Expose the students to language in use, with opportunities to revise areas of grammar or functional language which may still be causing problems.

We can deduce from this that the claims made for the materials by the author/publisher can be quite strong and will need critical evaluation in order to see if their claims can be justified. From the 'blurb' and the introduction we can normally expect comments on some/all of the following: (1) The intended audience. We need to ascertain who the materials are targeted at, be it teenagers aged 13 and upwards or adults, for example. The topics that will motivate one audience will probably not be suitable for another. (2) The proficiency level. Most materials claim to aim at a particular level, such as false beginner or lower intermediate. This will obviously require investigation as it could vary widely depending on the educational context. (3) The context in which the materials are to be used. We need to establish whether the materials are for teaching general learners or perhaps for reaching English for Specific Purposes (ESP). If the latter, what degree of specialist subject knowledge is assumed in the materials? (4) How the language has been presented and organized into teachable units/lessons. The materials will contain a number of units/lessons and their respective lengths need to be borne in mind when deciding how and if they will fit into a given educational programme. Some materials will provide guidelines here such as 'contains 15 units, providing material for 90-120 hours of teaching'. In other words, the author expects that between 6 and 8 hours will be required to cover the material. (5) The author's views on language and methodology and the relationship between the language, the learning process and the learner.

In many cases the date of publication of the materials will be of importance here. For materials written over the last 20 years or so designed to fit into a multi-syllabus or process syllabus, we might expect the author to make claims about including quite a large amount of learner involvement in process. This will learning require investigation. For example, the materials may claim to help the learner in an understanding of what is involved in language learning and contain various activities and tasks to develop this.

When evaluating materials it is useful to keep a note of these claims. Other factors to take into account at this external stage are as follows: (1) Are the materials to be used as the main 'core' course or to be supplementary to it? This will help to evaluate their effectiveness in a given context as well as the total cost. It may be that sheer economics will dissuade the evaluator from selecting these particular materials, especially if they are not being the core part of the course. (2) Is the teacher's book in print and locally available? It is also worth considering whether it is sufficiently clear for non-native speaker teachers to use. Some teacher's books offer general teaching hints while others have very prescribed programs of how to teach the materials including lesson plans. Non-availability of the teacher's book may make the student edition difficult to work with. (3) Is a

vocabulary list/index included? Having these included in the materials may prove to be very useful for learners in some context, particularly where the learner might be doing a lot of individualized and/or out-ofclass work. Some materials explicitly state that they are offering this: 'student's book with an introductory unit, forty double-page units, four self check units, . . . an interaction appendix, a vocabulary appendix with phonetic spelling, a list of irregular verbs, and a listening appendix', and the claims made are worthy of investigation. The table of contents may sometimes be seen as a 'bridge' between the external and internal stages of the evaluation and can often reveal useful information about the organization of the materials, information about vocabulary study, skills to be covered, functions and so on, possibly with some indication as to how much class time the author thinks should be devoted to a particular unit. Consequently, it is often useful to see how explicit it is. (4) What visual material does the book contain (photographs, chart, diagrams) and is it there for cosmetic value only or is it integrated into the text? In recent years there has been a tendency to use glossary prints in some materials to make the book appear more attractive. It is worth examining if the visual material serves any learning purpose; i.e., in the case of photograph or a diagram, is it incorporated into a task so that the learner has to comment on it/interpret it in some way?. (5) Is the lay out and presentation clear or cluttered? Some textbooks are researched and written well, but are so cluttered with information on every page that teachers/learners find them

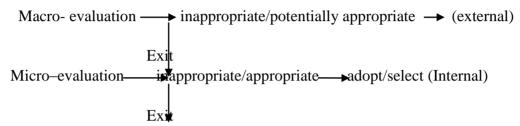
practically unusable. Tomlinson (2006) suggests that we also include clarity of instructions and stipulate which activity goes with which instruction as part of the overall concept of the layout of the materials. The potential durability of the materials is another important factor in teaching contexts where materials may be selected for several groups over a period of years. Factors such as paper quality and binding need to be assessed. (6) Is the material too culturally biased or specific? Do the materials represent minority groups and/or women in a negative way? Do they present a 'halanced' of particular picture а country/society? Is it possible that the content of same materials will cause offence to some learners. Such as an investigation by Littlejohn and Windeatt (1988) into teaching materials show how textbooks may be 'biased' in subtle and in some cases not so subtle, ways in representation of class, ethnic background and reference to smoking and drinking etc. (7) The inclusion of audio/video materials and resultant cost. Is it essential to posses this extra material in order to use the textbook successfully?. (8) The inclusion of tests in the teaching materials (diagnostic, progress, achievement); would they be useful for your particular learners?

During this external evaluation stage we have examined the claims made for the materials by the author/publisher with respect to the intended audience, the proficiency level, the context and the presentation of language items, whether the materials are to be core supplementary, the role and the availability of a teacher's book, the inclusion of vocabulary list/index, the

table of contents, the use of visuals and presentation, the cultural specificity of the materials, the provision of audio/video material and inclusion of test.

After completing this external evaluation, and having funds and a potential group of learners in mind, we can arrive at a decision as to the materials' appropriacy for adoption/selection purposes. If our

evaluation shows the materials to be potentially appropriate and worthy of a more detailed inspection then we can continue with our internal or more detailed evaluation. If not, then we can 'exit' at this stage and start to evaluate other materials if we so wish, as the following figure to illustrate:



(An overview of materials evaluation process by McDonough J. And C. Shaw. 2003)

The Internal Evaluation

We now continue to the next stage of our evaluation procedure by performing an indepth investigation into the materials. The essential issue at this stage is for us to analyze the extent to which the former factors in the external evaluation stage match up with the internal consistency and organization of the materials as stated by the author/publisher - for, as we show in the previous section, strong claims are often made for these materials. In order to perform an effective internal inspection of the materials, we need to examine at least two units (preferably more) of a book or set of materials to investigate the following factors suggested by McDonough et al., 20013): (1) The presentation of the skills in the materials. We may want to investigate if all the language skills are covered, in what proportion, and if this proportion is appropriate to the context in which we are working. Are the skill treated discretely or in an integrated way? The author's presentation and treatment of the skills may conflict with the way in which we wish to teach – if the skills are presented too much in isolation, for example. If they are integrated, is this integration natural?. (2) *The grading and sequencing of the materials*. This criterion is an important one and merits some investigation as it is not always patently clear what the principle is. Some materials are quite 'steeply' graded while others claim to have no grading at all.

Sometimes the grading of the materials will be within the unit, other materials will be graded across the unit allowing a progression of difficulty in a linear fashion. Other materials claim to be modular by grouping a set of units at approximately the same level. In cases where there is virtually no grading at allmost of the units do not have to be taught in

any particular order ...' - we have to investigate the extent to which we think this is true, and how such a book would suit our learners. (1) Where reading/'discourse' skills are involved, is there much in the way of appropriate text beyond the sentence? As teachers we sometimes find that materials provide too much emphasis on skills development and not enough opportunity for students to practice those skills on extended reading passages. (2) Where listening skills are involved, are recording 'authentic' or artificial? We need to ascertain whether or not dialogues have been specially written, thereby missing the essential features of spontaneous speech. (3) Do speaking materials incorporate what we know about the nature of real interaction or are artificial dialogues offered instead?. (4) relationship of tests and exercises to (a) learner needs, and (b) what is taught by the course materials. Where these are included as part of the materials, we need to see if they are appropriate in context. (5) Do you feel the material is suitable for different learning styles? Is a claim and provision made for self-study and is such a claim justified? With the growth of interest in independent learning and learner autonomy, many materials will claim that 'self-study modes' are also possible. From the knowledge that we have our learners, we will need to assess this particular claim. (6) Are the materials sufficiently 'transparent' to motivate both students and teachers alike, or what you foresee a student/teacher mismatch? Some materials may seem attractive for the teacher but would not be very motivating for learners. A balance therefore has to be sought. At this stage it is

also useful to consider how the materials may guide and 'frame' teacher-learner interaction and the teacher – learner relationship. Does the coursebook 'take account of the students' needs as learners and ... facilitate their learning process without dogmatically imposing a rigid method' (Cunningworth 1995:16).

In the internal evaluation stage we have suggested that as evaluators need to examine the following criteria: the treatment and presentation of the skills, the sequencing and grading of the materials, the type of reading, listening, speaking and writing materials contained in the materials, appropriateness of tests and exercises, self-study provision and teacher-learner 'balance' in the use of the materials.

Conclusion

Designing teaching materials is inevitably to do even though teachers have been given books by government to use let alone the teacher have not got the books that are ready to use. Contextualization, individual needs, appropriate format of the books and personalizing are as some reasons to consider. Beside those reasons to consider as the advantages there are however the weaknesses keep in mind. For instances, teacher made materials resulting lack of quality and the clear instruction since the teachers' experience.

Furthermore, other things to be benefits of teacher made teaching materials are related to the learners, curriculum context, facilities can be matched to use. In addition, teachers also can evaluate the books in which the materials taken. Materials evaluation can be carried out in

two complementary stages, which we have called the external and internal stages. It is then outlined and commented upon the essential criteria necessary to make pertinent judgments which reference to ELT materials in order to make preliminary selection. It is suggested that this particular model should be flexible enough to be used in ELT context in teaching, as it avoids long checklists of data and operate according to the purposes the evaluator has in evaluating the materials in the first place. It is also suggested that materials evaluation is one part of a complex process and that materials once selected can only be judged successful implementation after classroom feedback.

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