



# PROGRAM

The Value of Written, Spoken,  
Visual and Mental Texts as L2  
Language Learning Materials

Wednesday June 3<sup>rd</sup>

Thursday June 4<sup>th</sup>, 2026

# MATSDA

Materials Development Association

Business Center, Universidad Autónoma  
del Estado de Hidalgo, Pachuca, Mexico



# DAY ONE

Wednesday June 3<sup>rd</sup>

🕒 08.00-09.00

**Registration**

Registration Zone

🕒 09.00-09.45

**Opening Ceremony**

MATSDA 1

🕒 09.45-10.15

*Welcome and Introduction to the Conference*

**Brian Tomlinson**

(Anaheim University, University of Liverpool)

MATSDA 1

👤 **Plenary Presentation**

🕒 10.15-11.00

*The Text-Driven Approach (TDA)*

**Brian Tomlinson**

(Anaheim University, University of Liverpool)

MATSDA 1

🕒 11.00- 11.30

**Break**

🕒 11.30-12.00

*A Framework for Cultivating Global Competence in Foreign Language Education*

**Li Xue**

(Harbin Institute of Technology, China)

MATSDA 1

🕒 11.30-12.00

*Employing Issue Logs and Linked-skills Tasks to Enhance L2 Interactional Skills*

**Sakae Onoda**

(Juntendo University, Japan)

MATSDA 2

🕒 11.30-12.00

*Artificial Intelligence, Visual Colonialism, and English Language Teaching at a Mexican Public University: Representations of Indigenous Language Speakers*

**Shelick García Galván**

(Universidad Autónoma del Estado de Hidalgo, Mexico)

MATSDA 3



## Taller

🕒 11.30-13.00

*"El impacto de los textos escritos, hablados, visuales y mentales como recurso para el aprendizaje de una segunda lengua y las ciencias cognitivas" / Intercambio de experiencias innovadoras en la creación de materiales.*

**Rebeca Navarro Bajar**

(Universidad Nacional Autónoma de México, México)

MATSDA 4



## Workshop

🕒 11.30-13.00

*Einstieg in die KI: Effiziente Unterrichtsplanung (Für diesen Workshop benötigen die Lehrkräfte ein Gerät wie einen Laptop, Computer oder Tablet, sowie Internetzugang.)*

**Olga Liliana Godoy Arias**

(Hueber Verlag)

MATSDA 5



## Plenary Presentation

🕒 12.15 -13.00

*A Stone and its Ripples – Learners' Internal Texts in their Minds*

**Hitomi Masuhara**

(University of Liverpool, England)

MATSDA 1



🕒 13.00-15.00  
**Lunch**

🕒 15.00-15.30

*The Use of Generative AI for Materials Development Among EFL University Teachers in Japan: A Scoping Inquiry*

**Niall Walsh**

(Aichi Prefectural University, Japan)

**Naoya Shibata**

(Osaka Kyoiku University, Japan)

MATSDA 1

🕒 15.00-15.30

*Generating Personal and Affective Involvement by Developing Humanistic Tasks to Improve' Interactional Skills*

**Sakae Onoda**

(Juntendo University, Japan)

MATSDA 2

🕒 15.00-15.30

*Materiales Didácticos Resultado de Productos Culturales Mediados con Inteligencia Artificial y Humana*

**Francisco Sánchez Sánchez**

(Universidad Autónoma Metropolitana, Unidad Azcapotzalco, México)

MATSDA 3

🕒 15.00-15.30

*La narración oral como herramienta pedagógica para transformar relatos orales en textos escritos en el aprendizaje del inglés básico*

**Gabriela Ladrón de Guevara de León**

(Universidad Autónoma de la Ciudad de México, México)

MATSDA 4

🕒 15.00-15.30

*La selección y secuenciación de contenidos culturales en la enseñanza del hñähñu como segunda lengua*

**Adriana Roque Corona**

(Escuela Normal Rural Luís Villareal, México)

MATSDA 5

🕒 15.00-15.30

*Language ideologies, decolonial perspectives, and the challenges of locally produced textbooks in a (g)localized context*

**Martha Guadalupe Hernández Alvarado**

**Milton Raúl Licona Luna**

**Tomás Hernández Ángeles**

(Universidad Autónoma del Estado de Hidalgo, México)

MATSDA 6

👤 Plenary Presentation

🕒 15.45 -16.30

*Input-based Tasks in Task-based Research and Pedagogy*

**Rod Ellis**

(Curtin University, Perth, Australia)

MATSDA 1

👤 Plenary Presentation

🕒 15.45 -16.30

*"That is not what I meant": Texts as Cultural Mediators in ELT materials*

**Claudia Ferradas**

(Norwich Institute of Education, England)

MATSDA 2

👤 Plenary Presentation

🕒 16.30-17.15

*Development of Foreign Language Digital Textbooks in the AI Era: Challenges, Principles, and Pathways*

**Sun Youzhong**

(Beijing Foreign Studies University, China)

MATSDA 1

👤 Plenary Presentation

🕒 16.30-17.15

*What Research on TSOP (Teachers Sense of Plausibility) Reveals about Methods and Materials Use*

**Jayakaran Mukundan**

(UNITAR International University, Malaysia)

MATSDA 2

👤 Workshop

🕒 15.45-17.15

*Didaktisierung von Leseaufgaben*

**Olga Liliana Godoy Arias**

(Hueber Verlag)

MATSDA 5

🕒 17:30 - 18:30

Welcome reception

📍 Salon AZTLAN

# DAY TWO

Thursday June 4<sup>th</sup>

🕒 08.00-09.00

## Registration

Registration Zone



## Plenary Presentation

🕒 09.00-10.00

*Teaching Second Language Writing: Does Planning before Writing Help?*

**Rod Ellis**

(Curtin University, Australia)

MATSDA 1



## Plenary Presentation

🕒 10.05-10.50

*Materials for Teacher Professional Development; The Use of Case Stories*

**Jayakaran Mukundan**

(UNITAR International University, Malaysia)

MATSDA 1

🕒 11.00-11.30

*Interaction and Learner Agency in the Design of Student-Generated EFL Materials: An Analysis of Material Types and Design Processes*

**Niall Walsh**

(Aichi Prefectural University, Japan)

MATSDA 1

🕒 11.00-11.30

*One Journey: Meaningful Multimodal Sensory Language Learning through Descriptive Details*

**Catherine Moore**

(Irvine Valley College, California, USA)

MATSDA 2

🕒 11.00-11.30

*Reimagining L2 Learning Materials: AI-Generated Texts and the Changing Role of Interpretation in the Language Classroom*

**Farhat Bahar and Sanjit Mishra**

(Indian Institute of Technology Roorkee, India)

MATSDA 3

🕒 11.00-11.30

*El proyecto: Audiovisuales para la conservación, enseñanza y valoración de lenguas originarias de México.*

**Alina Mendoza Cantú**

(Universidad Nacional Autónoma de México y Dirección de Etnohistoria, INAH)

**Ramón Hernández Castillo**

(Universidad Nacional Autónoma de México, México)

MATSDA 4

🕒 11.00-11.30

*Diseño de textos en la enseñanza de náhuatl como segunda lengua "Matimomachtikah mexkatl, nivel A1*

**María Soledad Pérez López**

(UPN Unidad Ajusco, México)

**Eusebia Martínez Silva**

(Universidad Autónoma del Estado de Hidalgo)

**Mijussa Yeline Colin Lugo**

MATSDA 5

🕒 11.30 - 12.00

Break



**Plenary Presentation**

🕒 12.00-12.45

*Ourselves in English: Identity Texts as ELT Materials local perspective which can enable students to express their own world in English.*

**Claudia Ferradas**

(Nile Institute of Language Education, England)

MATSDA 1

🕒 13.00-13.30

*Exploring the Value of Texts through Awareness in AI-Mediated Language Classrooms*

**Anna Costantino and Corinne Hénault**

(University of Greenwich, England)

MATSDA 1

🕒 13.00-13.30

*From Zero to Readers: A Case Study in Whole-Word Approach and Pictogram-Based Literacy*

**Paola Penélope Loya Monsiváis**

(Secretaría de Educación Pública, Nuevo León, México)

MATSDA 2

🕒 13.00-13.30

*Context Matters: Students' Perspectives on Didactic Materials in English Language Learning*

**Roberto Ochoa Gutiérrez**

**Hilda Hidalgo Avilés**

**Abigail Carretero Hernández**

(Universidad Autónoma del Estado de Hidalgo, México)

MATSDA 3

🕒 13.00-13.30

*Designing English Language Materials for Montessori Environments: An Experiential Approach in Teacher Education*

**Kimberly Marie Muñoz**

**Miriam Pérez Ortega**

**Milton Raúl Licona Luna**

(Universidad Autónoma del Estado de Hidalgo, México)

MATSDA 4

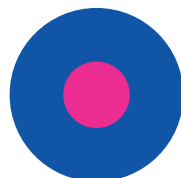
🕒 13.00-13.30

*Autonomía y aprendizaje del francés en la era de la inteligencia artificial*

**Spyridon Vassiss**

(Universidad Nacional Autónoma de México, México)

MATSDA 5



🕒 13.30-15.30  
Lunch

🕒 15.30-16.00

*Once Upon a Crucible: Artificial Intelligence, Multimodality, Magic, and Dreams in Learning Mandarin Chinese*

**Bella Scarlett Corral García**  
(Universidad Nacional Autónoma de México, México)

**Shelick García Galván**  
(Universidad Nacional Autónoma de México and Universidad Autónoma del Estado de Hidalgo, México)

MATSDA 1

🕒 15.30-16.00

*Taller IA para qué? El uso de ChatGPT y Gemini para el diseño de materiales adaptativos en EFL*

**José Guillermo Bustamante Reyes**  
(Universidad Autónoma del Estado de Hidalgo, México)

MATSDA 3

🕒 15.30-16.00

*Más allá del estándar: integrar diversidad lingüística y sociocultural en la enseñanza del español*

**Salomón Jairo Salgado Hernández**  
(Prof. de ELE SRL)

MATSDA 4

🕒 15.30-16.00

*L'utilisation des nuages de mots comme stratégie pour la rétention du vocabulaire dans des contextes universitaires*

**Edgar ApanecatI Ibarra**  
(Universidad Iberoamericana Puebla, México)

MATSDA 5

👤 Plenary Presentation

🕒 16.05-16.50

*Generative AI based texts everywhere – What effects do they have on young learners?*

**Hitomi Masuhara**  
(University of Liverpool, England)

MATSDA 1

👤 Plenary Presentation

🕒 16.05-16.50

*Creating L2 Texts in the Mind*

**Brian Tomlinson**  
(Anaheim University, University of Liverpool, England)

MATSDA 2

🕒 16.50-17.30

*Questions and Answers Session  
The Plenary Speakers*

MATSDA 1

📖 Round Up

🕒 17.30-17.45

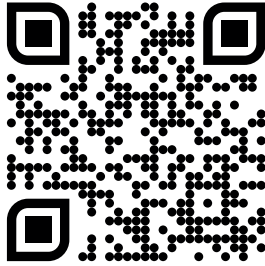
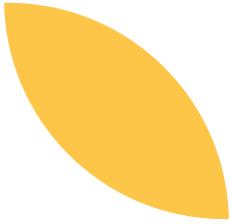
**Brian Tomlinson**  
(Anaheim University, University of Liverpool, England)

MATSDA 1

🕒 17.45 – 18.00

**Closing ceremony**  
**Edward Amador Pliego**  
(Language Center, Universidad Autónoma del Estado de Hidalgo, México)

MATSDA 1



# MATSDA

Materials Development Association

[cil.uaeh.edu.mx/jornadas2026](http://cil.uaeh.edu.mx/jornadas2026)

