

Curriculum Vitae

Personal details

Name: Adrian Richard Holliday

Position: Professor of Applied Linguistics, Department of Language Studies,
Head of The Graduate School and Research Office

Institution: Canterbury Christ Church University, Canterbury, UK

Website:

<http://www.canterbury.ac.uk/arts-humanities/language-studies/staff/a-holliday/about.asp>

Education

- 1987-90 Lancaster University: part-time doctoral research (English language curriculum project implementation; ethnographic classroom research)
- 1979-80 Lancaster University: Masters programme, applied linguistics
- 1971-72 Christ Church College, Canterbury: Postgraduate teacher training (social studies)
- 1968-71 Portsmouth Polytechnic: Bachelor's programme, sociology
- 1961-68 Morley Grammar School, Leeds, Yorkshire

Qualifications

- PhD Linguistics and modern English language, Lancaster University, 1991
- MA Linguistics for English language teaching, Lancaster University, 1980
- Diploma TEFL, Royal Society of Arts, 1973
- Post Graduate Certificate Education, London University, 1972
- BSc Sociology, London University, 1971

Professional experience

- 1991-
Canterbury Christ Church University College:
 - 04-, Professor of Applied Linguistics
 - 02-, Head of the Graduate School
 - 00-02, Director of Research Degrees Training
 - 99-, Reader in Applied Linguistics
 - 97-, Principal Lecturer, co-ordinator MPhil/PhD research, Department of Language Studies
 - 92-99, programme director, MA in English language education
 - 91-97, Senior Lecturer
- 1985-90 The British Council, curriculum development consultant (ELTO), Ain Shams University, Cairo (national English language teacher education project)

- 1980-85 The British Council, English for special purposes advisor (KELT), Damascus University, Syria (language centre development, English for academic purposes)
- 1979 Lancaster University, English language tutor, Institute for English Language Education (English for science and technology, study skills)
- 1976-79 The British Council, Team Leader, National Iranian Oil Company project, Ahwaz, Iran (English for science and technology)
- 1973-76 The British Council, English language teacher, The British Council Teaching Centre, Tehran, Iran (co-ordinating advanced and Cambridge proficiency courses)
- 1972-73 North Romford Comprehensive School, Romford, Essex, teacher (social studies, economics, English)

Research interests

The cultural politics of international English language education, native-speakerism in TESOL, intercultural communication, cultural chauvinism (culturism), representation in qualitative research.

Publications

Books

- 1994 Appropriate Methodology and Social Context. Cambridge, Cambridge University Press.
- 1999 with Jacob, G. and Narkar, M. P. Discourse Skills in English: a coursebook for students of science and technology. Mumbai: Frank Bros. And Co.
- 2002 Doing and Writing Qualitative Research. London: Sage Publications.
- 2004 With Hyde, M. and Kullman, J. Intercultural Communication. London: Routledge
- 2005 The Struggle to Teach English as an International Language. Oxford: Oxford University Press

Refereed journal articles since 1995

- 1995 'Handing over the project: an exercise in restraint.' System 23/1
'Assessing language needs within an institutional context: an ethnographic approach.' English for specific purposes. 14/2
- 1996 'Developing a sociological imagination: Expanding ethnography in international English language education.' Applied linguistics 17/2
- 1997 'Six lessons: cultural continuity in communicative language teaching.' Language teaching research 1/3
'The politics of participation in international English language education.' System 25/3.
- 1999 'Small cultures.' Applied linguistics. 20/2.
- 2001 'Appropriate methodology in using materials: ideology and artefact.' Folio, Journal of The Materials Development Association. 6/2. pp.4-8.
- 2003 'Japanese fragments: an exploration in cultural perception and duality.' Asia Pacific Journal of Language in Education 5/1, pp.1-28
- 2006 'The value of reconstruction in revealing hidden or counter cultures.' Journal of Applied Linguistics 1(3): 275-294

Chapters in books

- 1995 'A post-communicative era?: Method versus social context.' In Budd, R. (Ed.) *The journal: appropriate methodology*, TESOL France, 1994
- 1996 'Large and small class cultures in Egyptian university classrooms: a cultural justification for curriculum change.' In Coleman, H. (ed.) *Society and the language classroom*. Cambridge: Cambridge University Press
- 1998 'Evaluating the discourse: the role of applied linguistics in managing evaluation and innovation.' In Germain, K. and Rea-Dickins, P., (eds.) *Managing evaluation and innovation in language teaching: building bridges*. London: Addison Wesley Longman.
- 1999 'Achieving cultural continuity in curriculum innovation: dealing with dominant discourses.' In Kennedy, C. (Ed), *Innovation and Best Practice*. English Language Teaching Review. London: Longman. Pp.23-31
- 'Authenticity and autonomy: the struggle to relate education to people.' In Crew, V., Berry, V. and Hung, J. (Eds), *Exploring Diversity in The Language Curriculum*. Hong Kong: The Hong Kong Institute of Education. pp.171-183.
- 2000 'Exploring other worlds: escaping linguistic parochialism.' In Davison, J. and Moss, J. (Eds.), *Issues in English*. London: Routledge.
- 'Achieving cultural continuity in curriculum innovation: dealing with dominant discourses.' In Hall, D. and Hewings, A. (eds.), *Innovations in English Language Teaching*. London: Routledge, in association with The Open University and Macquarie University. Pp.169-176.
- 2001 'Culture as constraint or resource.' In Gray, K., Ansell, M., Cardew, S. and Leedham, M. (eds). *The Japanese Learner: Context, culture and classroom practice*. Oxford: Oxford University Press
- 'Finding social autonomy.' In Bodycott, P. and Crew, V. (eds) *Language and cultural immersion: perspectives on short term study and residence abroad*. Hong Kong: Hong Kong Institute of Education.
- 2002 'Teachers' and students' lessons.' In Zamel, V. and Spack, R. (Eds), *Enriching ESOL Pedagogy: readings and activities for engagement, reflection, and inquiry*. New York: New Jersey: Lawrence Erlbaum.
- 2003 'Social autonomy: addressing the dangers of culturism in TESOL.' In Palfreyman, D. and Smith, R. (eds), *Autonomy Across Cultures*. London: Palgrave.
- 2005 'What happens between people: who we are and what we do.' In Gieve, S. and Miller, I. (eds), *Understanding the Language Classroom*. London: Palgrave Macmillan: 47-63.

Conference proceedings since 1995

- 1995 'Evaluation as cultural negotiation.' *Evaluation in planning and managing language education projects*, 2nd Project Development Support Scheme (PRODESS) Colloquium, The British Council.
- 'Making methodology appropriate to social context and teacher needs.' *International House Teacher Training Conference*.
- 1997 'Knowing what is ethical requires local knowledge.' *Power, ethics and validity: issues in the relationship between researcher and researched*. Centre for Research in Language Education, Lancaster University.
- 'Putting the teacher back in the picture: a liberal approach to special English.' In Coleman, H., Soedradjat, T. and Westaway, G. (Eds.), *Teaching English to university undergraduates in the Indonesian context: issues and developments*. Bandung: ITB Press and Leeds University School of Education.

- 1998 'Achieving cultural continuity in curriculum development and implementation.' Plenary address, in Spring, J. and Gilroy, B. (Eds.), *Quality learning in English medium higher education: the challenge of content, skills and language*, Proceedings of the 3rd international ELT conference Bilkent University and the Centre for British Teachers.
- 2002 'Distinguishing the voices of researchers and the people they research in writing qualitative research.' In Spellman Miller, K. and Thompson, P. (eds), *Unity and Diversity in Language Use*. London: BAAL and Continuum. Pp.125-137

Conference and seminar papers since 1995

- 1995 'The culture and context of change.' *Managing change in language teaching*, British Council International Seminar 9429, University of Lancaster.
- 'The politics of participation in international English language education.' IATEFL, York.
- 1996 'Collaboration, evaluation and local knowledge in an EFL project.' IATEFL, Keele
- 'Avoiding cultural stereotyping.' *Teaching, learning and tutoring in higher education*. Annual Conference for the Institute of English language teaching in higher education (IELTDHE), Manchester.
- 'People-first approach to ESP.' Keynote address, National ESP Conference, Helwan University, Cairo, Egypt
- 'Is communicative language teaching simply a matter of social skills.' Keynote addresses, National Conferences for the Society of Pakistani English teachers (SPELT), Universities of Karachi, Abotabad, Peshawar and Islamabad
- 1998 'Autonomy and discipline in content-based learning.' 14th Summer Institute of English - Content-based instruction in Moroccan ELT - Rabat, Morocco
- 'Authenticity and autonomy: the struggle to relate education to people.' International Language in Education conference 1998, Hong Kong.
- 1999 'What teachers ought to know: the politics of the big picture.' International House Teacher Training Conference, London, Confluence, Theories and Practitioners: The Debate.
- 'Native or non-native: teachers, authority and society.' Plenary address, Colloque Triangle XVIII, Mother Tongues in Foreign Language Teaching, Ecole Normale Supérieure de Fontenay-Saint-Cloud, The Goethe Institute, The British Council, Paris.
- 'Culture as a powerful movable object.' TESOL annual conference, New York
- 2000 'Finding cultural space during an English immersion programmes.' American Association of Applied Linguistics annual conference, Vancouver
- 2001 'New concepts, new relationships.' Plenary keynote address, 21st National Symposium, Meeting Challenges of ELT in the Arab World, CDELTA, Ain Shams University Cairo
- 'Teachers, texts and social worlds.' Plenary keynote address, Conference on the English language classroom in the 3rd millennium, Damascus University, Syria
- 'Managing Subjectivity.' Plenary keynote address, Qualitative Research Convention: Navigating Challenges, The University of Malaya, Kuala Lumpur, Malaysia
- 2002 'The struggle against 'us'-'them' conceptualizations in TESOL as the ownership of English changes.' Plenary paper presented at the 8th Annual Conference, TESOL Arabia: Critical Reflection and Practice, Abu Dhabi.
- 2003 'Exploring the origins of culturism in TESOL.' The Professional Development Centre, International House London

- 2004 'Exploring the origins of culturism in TESOL [2].' International House Educators' Conference Current Trends, Future Trends. London.
- 'Recognizing what our students bring with them.' Paper presented at the Fourth Annual National ELT Conference Stretching Pedagogical Boundaries, Sultan Qaboos University, Oman
- 'Non-natives' and 'natives.' Plenary keynote speech, IATEFL Annual Conference. Liverpool, UK
- 'A dangerous culturist discourse.' IATEFL Teacher Trainers and Educators Special Interest Group Conference, Teacher Education: Cultures and Contexts. Cologne, Germany
- 'The dangers of native-speakerism and cultural chauvinism in TESOL.' Plenary paper presented at the Asia TEFL Conference: The Power of TEFL: Prospects and Challenges in Asia, Seoul, Korea
- 2005 'Addressing the politics of intercultural understanding in TESOL.' Invited featured paper presented at the TESOL Arabia Conference, Teaching, Learning, Leading, Dubai.
- 'Disciplines for understanding: avoiding cultural chauvinism.' Invited paper presented at the SATEFL meeting, University of Stirling, Scotland
- 'The dangers of matrix thinking in international project design.' Keynote plenary paper presented at the 7th International Language and Development Conference, Addis Ababa, Ethiopia.
- 2006 Keynote speaker at the Multidisciplinary International Conference on Qualitative Research in Developing Countries, Faculty of Arts and Humanities, Karachi University, Pakistan

Projects

- 1991-4 English at secondary level project, South Africa: ODA/British Council, teacher trainer development
- 1994-7 English for science textbook project, University of Pune, India: ODA/British Council
- 1995-6 English language materials evaluation project, six universities, China: ODA-funded
- 1998-2002 Applied linguistics data and document set (ALDDS) development, Kings College London University, funded by HEFCE Fund for developing teaching and learning (FDTL).

Consultancies since 1995

- 1995 Teacher workshops, plenary paper at conference on English at undergraduate level, Indonesia, The British Council
- 1996 Designing research project, Society of Pakistani English Language Teachers (SPELT), British Council, Karachi, Pakistan
- 1997-8 Seminars in professional appraisal, Qatar ministry of education inspectorate, British Council Qatar
- 1998 Research project supervision, Society of Pakistani English Language Teachers (SPELT), British Council, Karachi, Pakistan
- 14th Summer Institute of English - Content-based instruction in Moroccan ELT - Rabat, Morocco
- Seminar for school inspectors, British Council Dubai

- 2001 Seminar on research and supervision skills for university lecturers, British Council Mexico
- 2002-3 Seminars on qualitative research methodology for the Eötvös Lóránd University (ELTE), PhD programme, Hungary

External examining

PhD

- Leeds University, Department of Linguistics (1992), International Education (1993, 1995, 2000)
- Institute of Education, London University, Department of languages in education (1999, 2005), School of Arts and Humanities (2004).
- Birmingham University, Centre for English Language Studies (1999)
- Edinburgh University, Department of Applied Linguistics (1999), Department of Theoretical and Applied Linguistics (2000)
- Warwick University, Centre for English Language Teacher Education (2000)
- Sydney University, Department of Linguistics (2000)
- Macquarie University, Department of Linguistics (2000)
- Lancaster University, Department of Linguistics and Modern English Language (2002, 2003)
- Essex University, Department of Language and Linguistics (2002)
- Manchester University, Faculty of Education (2004)

Programmes

- 1995- Manchester University, MEd TESOL dissertations,
- 1995-8 Lancaster University, Chief external examiner, BEd TESL
- 1998-2002 University College Chichester, MA ELT Management
- 1998 De Montfort University, Masters by Independent Study TESOL, dissertation
- 1999-2003 Hong Kong Institute of Education, BEd (Hons) Primary, English
- 2000-3 Institute of Education, University of London, MA TESOL
- 2000-3 Leeds University, MEd TESOL,
- 2003- Exeter University, EdD TESOL,
- 2004- Lancaster University, PhD by Thesis and Coursework (Linguistics and Modern English Language)

Professional activities

- 1994- Editorial Board, System.
- 1995 Director of studies, British Council Specialist Seminar, English Across The Curriculum
- 1998 Reader for British Association Applied Linguistics (BAAL) Book Prize
- 2003- Editorial Board, Journal of Applied Linguistics
- 2004- 6 Book Reviews Editor, TESOL Quarterly

British Association of TESOL Qualifying Institutions (BATQI)

- 1993-2001 Committee member

1994-5 Chair of Accreditation
1995-7 Secretary
1997-8 Qualifications sub-committee
1997-9 Chair of Accreditation
1999-2002 Chair

British Institute of English Language Teaching (BIELT)

2000-2001 Recognition scheme project committee

Professional Association membership

British Association Applied Linguistics (BAAL)

TESOL