**Ústav anglického jazyka a didaktiky vás srdečně zve na přednášku**

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**"Employing augmented reality for adaptive learning in and beyond the EFL classroom"**

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**Abstract:**
In many EFL classrooms in Germany, teachers use (and frequently overuse) textbooks and related materials and media. In consequence, classroom discourse is often textbook- and teacher-driven, with a strong focus on form and on accuracy. Taking this into consideration, this talk reports on current research into the development of a future generation of EFL textbooks and accompanying digital materials and media in Germany. The vision for the project is to create a mobile, interactive, and adaptive learning and teaching assistance system for personalized use in and beyond the EFL classroom. The talk will culminate in the presentation of the 'Zoom-App', a multimodal prototype software application designed to enhance self-regulated language and culture learning by overlaying supportive digital content onto the physical textbook page.

**Jürgen Kurtz** is Professor of English / Teaching English as a Foreign Language at Justus Liebig University Giessen, Germany. He previously taught at the University of Dortmund, at Karlsruhe University of Education, and at Saint Mary's University, Halifax, Canada. Based on his ten-year experience as a former EFL teacher, curriculum advisor and textbook developer, his current research focuses on the role of improvisation and creativity in enhancing oral proficiency in EFL classrooms, on EFL textbook analysis, use and development, and on culture-sensitive foreign language education.